## ASSIGNMENT BRIEF / ROLE DESCRIPTION

### Learning Programme – Cows about Cambridge

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<tr>
<th>DESCRIPTION</th>
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<tr>
<td><strong>1</strong> Assignment</td>
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<tr>
<td>Event</td>
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<tr>
<td>Location</td>
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<td>Responsible to</td>
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<td>Contractual status</td>
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The role is offered as a freelance assignment contract for the provision of services, at a fixed rate of £7,000 on the basis that the role holder is self-employed and therefore responsible for their own taxes. (See indicative timeline in appendix A)

| **2** Role summary | Cows about Cambridge is a spectacular public art event that weaves its way across the city for 10 weeks in spring 2020. Cow sculptures, each one individually designed by an artist and sponsored by a business, form a free, fun, family-friendly trail of discovery for local people to explore and enjoy. |

After entertaining and bringing people together, the legacy of Cows about Cambridge continues as many of the sculptures will be auctioned to raise vital funds for local children’s charity, Break.

To complement the main trail we will be delivering a Learning Programme. Schools, colleges and community youth groups from across Cambridgeshire are invited to join in the project, by adopting and designing their own smaller Cow sculpture - the mini moo - while taking part in our county-wide Learning Programme for children and young people.

After getting creative in the classroom, they will see their 3d masterpiece on the art trail alongside contemporary artists and high-profile exhibits in the city’s museums, libraries, leisure venues and galleries. After 10 weeks on public display, the mini moos are delivered back to participants to keep in their school, college or community as a legacy of the project.
Our aim is to engage 60 schools from across the education spectrum (Nursery, Primary, Special, Secondary, PRU) to form a Learning Programme trail, which will weave its way across the city and complement the main trail of 50+ large sculptures painted by artists.

The Learning Coordinator will manage the day to day delivery of the Learning Programme, from recruitment of schools/groups, delivery of briefings and support to participants, delivery and collection logistics, supporting the wider team in the mapping of the mini moo trail and liaising with host venues on the installation.
### DESCRIPTION

<table>
<thead>
<tr>
<th>Key responsibilities and main tasks and activities</th>
<th>General</th>
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- Attend production meetings and report back progress to other project team staff.
- Take meeting minutes and circulate actions if required
- Use and update project management and tracking software/databases
- Manage day-to-day Learning Programme enquiries, monitoring and responding to emails and phone calls
- Learning Programme evaluation

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<th>Sales</th>
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- Sales administration; check order inputs, apply reference numbers, send order confirmations
- Deliver project briefings and presentations in schools and to key stakeholders to widen participation and spread the word
- Coordinate briefing and training sessions liaising with key partners

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<tr>
<th>Logistics and Operations</th>
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- Co-ordinate delivery and collection of mini moo sculptures to schools at start and end of the trail
- Co-ordinate storage space pre and post trail
- Management and delivery of installation process at venues recruitment and liaison
- Installation of school sculptures, launch event and any repairs/maintenance required while on display
- Liaison with host venues, scoping locations and mapping

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<tr>
<th>Marketing, Communications and events</th>
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Work with the Cows about Cambridge Marketing and Communications team to:

- Identify stories and content from the Learning Programme and feed through to the Marketing and Communications team for inclusion in the media and social media content plan.
## DESCRIPTION

- Facilitate media interview/filming requests with schools as required.
- Collate, check and proof-reading school/group sculpture descriptions and information for use on the website, app, plaques and other collateral
- Update project website with school, group and venue information, design inspirations, news and mini moo images
- Write and create schools newsletter
- Creation of presentations
- Delivery of briefing sessions for schools and host venues
- Work with Marketing and Communications team on the production of the plaques and information boards
- Identify requirements and co-ordinate venue dressing alongside the mini moo displays
- Coordinate photoshoot of mini moos, including supporting file management

### Trail Launch

- Management of the launch, including venue hire, guest list and other launch-related activity

## PERSON SPECIFICATION

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<th>Experience &amp; Qualifications</th>
<th>Essential</th>
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|                             |   • Ability to work effectively on a wide variety of tasks, plan and organise workloads to reflect priorities, and demonstrate initiative where necessary
|                             |   • Working knowledge and experience of the arts and learning sector
|                             |   • Experience of events and arts project administration or similar relevant experience
|                             |   • Experience and the ability to write, edit and proof copy
|                             |   • General administrative skills including minuting meetings, updating content managed websites, general email and newsletter communications |
• Good level of computer literacy and CRM systems
• Clear and effective oral communication skills, together with a courteous, flexible and helpful manner with people at all levels
• Proven ability to engage with a range of people including the general public, young people, artists, institutions, businesses and event partners
• Experience of monitoring and evaluation and an understanding of its purpose
• The confidence to work independently and without constant supervision, but the maturity to seek direction and support when needed
• A good team member who will play a full and co-operative role within the wider team and liaise effectively with all internal and external partners
• Demonstrable commitment to equality and diversity, supporting the project’s objectives
• Willing to undergo training required to utilise the company’s preferred software
• To travel outside the region for any meetings or events
• Attention to detail

Desirable

• You may be required to have a Disclosure and Barring Service Certificate or must be prepared to undergo a check
• Clean driving license and own transport
• Good geographical knowledge of the Cambridgeshire region

This role description is subject to change through continual review by the role holder and the Head of Creative Development and Project Manager. The role holder may, on occasions, be required to undertake additional or other duties within the context of the assignment.

Appendix A

Proposed Time Commitment

There is a fixed fee for this role of £7,000. It will be up to you to monitor and allocate your days and time accordingly. The below is not prescriptive, but a general indication based on
the amount of time we would expect each element/phase to take, to allow you to plan for the peaks of the project.

May - June
Co-ordinate the recruitment of the schools to the learning campaign – attend forums, consortium meetings to spread the word of the project locally. Identify key players and advocates who can spread the word. Circulate marketing document and support the wider team to work with the learning sponsor. Includes calls and chasing up with school and managing schools database.
Approx. 8 days

July - Aug
Whilst the schools are on summer break liaise with project team and meet with venues to confirm trail locations. Book venue and plan for inspiration session.
Approx. 8 days

Sep – Oct
Finalise the sales process, arrange and deliver an inspiration session for school staff to attend to receive project briefing and coordinate delivery of sculptures in to schools.
Approx. 8 days

Nov - Dec
Respond to schools’ enquiries, send regular newsletter updates. Chase design submissions and make sure they are all completed and returned before the Christmas break. Visit several schools and document activity, produce case study with SB.
Approx. 8 days

Jan – Feb
Upload school information, logos and design inspirations to website. Confirm display locations, hold venue briefing session and provide display venues with installation RAMs and event guide. Arrange a venue and event plan for launch of Learning Programme. Coordinate collection schedule and manage collection staff/school drop off ensuring all are labelled and stored correctly. Support in the coordination of the photography of all mini moos.
Approx. 12 days

Mar
Support event install and delivery host venues. Manage learning launch event. Attend main trail launch event and advocate for the Learning Programme in any PR opportunities as briefed by the wider team.
Approx. 10 days

Apr – June
Manage maintenance requests for mini moos and deal with any venue issue or queries whilst event is ‘live’.
Approx. 6 days

Jun
Coordinate the collection of the mini moos from the host venues and return to the schools.
Approx. 8 days
Jul
Project evaluation of Learning Programme and reporting back
Approx. 2 days

Interested parties are asked to submit a CV and covering letter, indicating their experience and suitability for the position. These should be sent to jobs@wildinart.co.uk no later than 5pm on Wednesday 8th May.

Interviews will take place on Tuesday 14th May

Appointment from WC 20th May / Early June

Please refer and queries to annie@wildinart.co.uk or call 07961 674 663