



Interpretation Manager (strategy development)

JOB DESCRIPTION

Job title:	Interpretation Manager
Based:	The Old Police House, London, Hyde Park W2 2UH with travel to all parks
Salary:	£40,000 - £46,000 per annum, depending on experience.
Terms:	12 months Fixed term contract on a full-time basis (36 hours per week). Applications to work part-time will also be considered. 26 days annual leave plus public holidays. A pension scheme is available.

Reporting to:	Director of Communications and Engagement
Internal relationships:	Head of Learning, Head of Communications, Head of Transport, Park Managers, CEO office, Brand & Marketing team
External relationships:	Key stakeholders (e.g. Friends groups, resident associations, catering outlets, contractors), heritage organisations

BACKGROUND

The Royal Parks is a charity created in March 2017. We manage over 5,000 acres of diverse parkland, rare habitats and historic buildings and monuments in eight Royal Parks across London. These are: Hyde Park, Kensington Gardens, The Green Park, St James's Park, The Regent's Park and Primrose Hill, Greenwich Park, Richmond Park and Bushy Park. We also manage other important public spaces including Brompton Cemetery and Victoria Tower Gardens. Our eight Royal Parks and other public spaces are among the most visited attractions in the UK with 77 million visits every year.

Our charitable objects

Our charitable objects describe what we are here to do. In summary, we:

- Protect, conserve and enhance the Royal Parks
- Promote the use and enjoyment of the Royal Parks
- Maintain and develop the biodiversity of the Royal Parks
- Support the advancement of education by promoting public understanding of the history, culture, heritage and natural environment of the Royal Parks
- Promote the national heritage including by hosting and facilitating ceremonies of state or of national importance

JOB PURPOSE

Our eight Royal Parks are among the most visited attractions in the UK, attracting over 77 million visitors each year. We mean different things to different people at different times.

For those from outside London and the UK, it could be their first visit to a Royal Park and they may want to see some of our extraordinary Palaces and events that are taking place. For some, it is part of their daily world: commuting, walking the dog, catching up with friends or just enjoying being out in the fresh air and natural beauty. For others, it is where they play sport, listen to music, view art or volunteer on the many environmental projects available.

How we tell our stories and present information to engage our different audiences and improve their experience of our parks is as important as what we communicate. Research tells us that 96% of visitors rate the quality of our parks as excellent or good.

However, there is significant room for improvement in terms of visitor feedback about signposting, maps and information on park features, and how these can be improved to enhance the visitor experience, increase understanding of the park environment, underline the importance of protecting these historic parks, and how everyone can play their part.

Building on the pillars of nature, history and heritage, health and well-being, we want to create meaningful stories that engage with people emotionally, and provoke curiosity in our unique park environments. We want to encourage visitors to share their own stories and memories of their park experiences – what their park means to them.

As a relatively new charity (we became an independent charity in 2017, having previously been a Government agency), we are now at the point where we are ready to develop a visitor interpretation strategy to connect our different audiences to the nature, landscapes and heritage of The Royal Parks in a way that is relevant to them. It is also crucial that we develop an accompanying wayfinding strategy to deliver a better experience by aiding navigation and orientation for our visitors in a flawless, simple, effective and consistent manner. Currently, our signage across the parks is inconsistent, off brand and sometimes out-of-date and that needs to change to enhance the visitor experience.

This role will be solely responsible for the development (but not delivery) of both the interpretation strategy and the wayfinding strategy, including costed project plans to deliver both elements. Beyond providing information, with our charitable objects underpinning everything that we do, visitor research has also highlighted three strategic themes that an interpretation strategy might drive and support:

- Build knowledge of the Parks' landscapes, ecology and wildlife;
- Support our walking and other health and well-being activities;
- Build knowledge of the Parks' history and heritage.

We acknowledge that the strategy will need to prioritise these areas further, and delivery will be phased.

MAIN DUTIES/RESPONSIBILITIES

This is a 12-month fixed-term contract, at the end of which we would expect to have a written interpretation strategy (with a detailed implementation plan, including costs and a project plan) and an associated written wayfinding strategy (including a wayfinding manual which includes designs for every possible sign we may need in the parks).

The interpretation strategy should include:

- Detailed audience segmentation research (working together with the Brand Manager and external research company) as a planning tool, to ascertain what different audience groups want to know about and how they like to get information
- The development of overall interpretation principles and approach which is the same across all parks that would inform an interpretation guide to be shared with staff and agencies working with us (e.g. how we write text, how we show graphics, the kind of images we use, both physically and digitally etc)
- A detailed interpretive plan (including costings, timings and resource implications) for our 'Greenwich Park Revealed' project
- Details of how to evaluate the success of the 'Greenwich Park Revealed' interpretive plan and how this can be broadened out to the wider strategy
- An outline interpretive plan (including costings, timings and resource implications) for the rest of the parks.

The wayfinding strategy should include:

- A full wayfinding audit and assessment across all digital and physical platforms, which will act as the starting point for the strategy development
- Consideration of the space and landscapes in each of the parks, user behaviour, navigational needs and the cultural and language diversity of our park visitors (this should be developed in collaboration with our Head of Transport and park managers)
- The appointment of a credible design agency to work on developing a comprehensive wayfinding design manual.

PERSON SPECIFICATION

Selection criteria	Essential / Desirable
Qualifications	
<ul style="list-style-type: none"> Qualification or equivalent experience in relevant subject matter. 	E
Experience	
<ul style="list-style-type: none"> Excellent experience of developing visitor interpretation strategies for heritage, cultural, education organisations, museums or parks. 	E
<ul style="list-style-type: none"> A proven track record of creative leadership, with the skill to exploit the potential of different narrative environments, physical objects and digital technologies. 	E
<ul style="list-style-type: none"> An understanding of audiences and audience segmentation with demonstrable experience of putting the needs of the visitor first and the ability to laterally and strategically think about how best-practice interpretation can be embedded in our parks. 	E
<ul style="list-style-type: none"> An understanding of the access and diversity needs of a range of different audiences. 	E
<ul style="list-style-type: none"> Experience of working in multi-disciplinary teams. 	E
Skills, knowledge and ability	
<ul style="list-style-type: none"> Excellent creative design ability and judgement with a strong eye for detail. 	E
<ul style="list-style-type: none"> Excellent knowledge of interpretive theory and interpretive media in the cultural, heritage, education or museums sector. 	E
<ul style="list-style-type: none"> Good strategic planning and writing skills creating tactical plans that are accessible for multiple audiences. 	E
<ul style="list-style-type: none"> Knowledge and experience of using technology and digital tools and techniques to aid interpretation. 	D
<ul style="list-style-type: none"> Ability to brief projects to agencies and work in partnership to deliver results. 	E
<ul style="list-style-type: none"> The ability to bring together disparate internal and external stakeholders to develop and agree a strategy. 	E
<ul style="list-style-type: none"> Strong interpersonal skills with the ability to foster constructive collegial relationships and engage positively with external contributors and stakeholders. 	E

<ul style="list-style-type: none"> • Excellent communication skills in a variety of contexts, including written text and presenting to a range of audiences. 	E
<ul style="list-style-type: none"> • Ability to draw up realistic costings for plans and to present costs in a coherent fashion. 	E
<ul style="list-style-type: none"> • Strong organisational skills including excellent attention to detail. 	E
Other	
<ul style="list-style-type: none"> • Commitment to The Royal Parks' values of being accountable, excellent, inclusive, open and respectful. 	E