

Accentuate History of Place Brief for a Digital Content Editor

Purpose of the Role

Screen South is looking to recruit a freelance consultant with exceptional experience in working across a range of digital assets, including web and digital gaming (particularly LARP's and ARG's). This role will be critical in managing consistency and quality control across all digital outputs from the History of Place Project. Accessibility for deaf and disabled users will also be paramount. The digital elements comprise:

- Project website
- Social media
- Real-world digital games
- Mobile phone trails of historic sites
- Digital presentations as part of an exhibition

Background to the Project

Screen South is a not for profit Creative Development company operating in the wider creative and cultural community. They deliver and lead innovative projects across screen based media and the wider heritage, cultural and creative industries.

The Accentuate Programme is part of Screen South's portfolio of work. Accentuate is a specialist programme which challenges perceptions of disability by providing life changing opportunities for Deaf and disabled people to participate and lead within the cultural sector.

We have recently been awarded £878,500 from Heritage Lottery Fund, for a three year, ground-breaking national disability heritage programme called **History of Place**.

History of Place will be a nationally significant social history programme charting deaf and disabled peoples lives from the middle ages until the late 20th Century in relation to built heritage. History of Place will highlight eight sites of historic importance, across England, chosen to reflect early provision for disabled people through to the first

purpose built architecture. The richly diverse, experiential stories generated by those who inhabited or designed these buildings, will provide new insights into their own lives and the prevailing social attitudes and institutional processes which controlled them. There will be a range of local hands on participatory activities, a national touring exhibition and a strand engaging young deaf and disabled people using digital game making workshops and filmmaking. The project will link to the English Heritage disability online resource, Disability In Time and Place. <http://www.english-heritage.org.uk/discover/people-and-places/disability-history/>

This is the first project of its kind, and is designed to bring this relatively hidden heritage to national notice. We are working with some key national museums including, The Museum of Liverpool, M-Shed Bristol and we are hoping, The V&A London. Therefore it is essential that all digital assets reflect cutting edge contemporary thinking in respect to engaging online audiences with heritage activities and are of the highest quality.

Role Description

The Digital Content Editor will work closely with the History of Place Project Manager to ensure consistency, high quality, full accessibility and best value for money across the digital elements of the project. They will undertake the following specific tasks:

- To work with suppliers and team to ensure the brand design is adhered to and applied across all digital assets.
- To advise and train the staff and volunteer team at Accentuate on an ongoing basis, in particular in how to upload events, create newsletters and edit content.
- To maintain focus on the audience and particularly on access.
- To advise on and set guidelines for the editing of content (web pages, tour points of interest, social media posts etc) from the material developed as part of the project (from historical research, community engagement, expert

contribution and more) so that it adheres to the house style and is interesting and engaging for the audience.

- To edit content contributed by suppliers, team and volunteers.
- To have a broad technical understanding of different digital media outputs, including their potential and limits.

This person will have experience in heritage/cultural sector production and a broad range of understanding of digital media. They will be used to coordinating suppliers, stakeholders and project teams and therefore be a skilled communicator.

This person will have responsibility for the overall content quality and be able to control how content is disseminated across platforms and sites, and needs a broad technical understanding of the digital requirements of the project.

A summary of the other roles in the production of digital media for the project are:

Accentuate project team	The project team of Head of Accentuate, History of Place (HOP) Project Manager, (HOP) Project Archivist and (HOP) Project Coordinators. Chief roles in digital media will be content production, client-side project management and quality control.
Web development company	The designers and developers of the web-based aspects of the project, including integration of the various platforms.
App / Game developer	An app-development specialist. The web design company may include this service or it could be provided as a stand-alone contract.
Heritage Hub and User Testing	To create access guidelines and manage access review points. To organize and carry out access user testing and evaluation
Graphic and brand designer	The designers of the project “brand” to be reused across the project. The brand designer is important as they will set the ethos of the project and create brand guidelines and to pin



	down the look and feel of the project. The design and brand will apply project wide and will be integrated within the exhibition as well as reflected within the website and design of all associated elements.
Film-maker	To work with young people to create film content to appear across the different platforms (website, games, tours)
Creative facilitator	To plan and facilitate workshops with young people to develop ideas and material for the game, website and tours. The briefs for the games and films workshops will need to be pinned down in detail to ensure that they achieve clear outputs.

Fee and Timescale

The total fee for the role is £18,000 + VAT to cover all costs, including travel to key sites in Bristol, Liverpool, Kent and London. It should be assumed that you will travel to each of these locations at least once.

The role will run from February 2016 through to July 2018. However, a significant part of the work will be undertaken in the initial year, leading up to the launch of the full website in November 2016. It is anticipated that the fee will be broken down into quarterly payments, made as agreed milestones are reached, based upon the following annual allocations:

2016: £8,000 + VAT

2017: £7,000 + VAT

2018: £3,000 + VAT

A full timetable of work will be developed with the successful applicant and final agreement of a payment schedule will be based upon this. Please note that payment can only be made on submission of an invoice, quoting the Purchase Order Number, by

no later than 25th of the relevant month for payment by the 30th of the subsequent month (as long as the related funding has been received from the Heritage Lottery Fund).

Payment will be made by BACS and bank details to enable this should be provided to Screen South.

Application Process

Applicants are required to send a CV with covering letter in which you outline how you would address the brief. Please ensure that you have read and understood the Digital Media Plan fully as this forms the core document for the development of all digital elements. The Digital Media Plan can be downloaded from here:

http://www.accentuateuk.org/?location_id=5004

Please provide recent examples where you have worked across different digital platforms to demonstrate your diverse experience. Please also provide examples of how you have undertaken an editorial role and your methodology for approaching content editing. Please also provide a full costing of your time.

Applications should be made both as a hard copy and electronically, and sent to:

Accentuate
Screen South
The Wedge
75 - 81 Tontine Street
Folkestone CT20 1JR

Email: info@accentuateuk.org

Tel: 01303 259777

Alternatively you can telephone or email to request application materials in other formats.



Deadline for applications: Monday 25th January 2016

**Interviews to be held at Screen South offices in Folkestone on
Monday 1st February 2016**