



Education Directorate

Post Title	Community Outreach Officer – Head4Arts		
Post Number	BG New	Grade	5
Base	Llanhilleth Miners Institute	Hours	37 hours per week
Car User Allowance	Approved	Disclosure	Enhanced
Contact	Bethan Lewis	Updated	25-5-23
Politically restricted	No		

* The position is politically restricted within the provisions of the Local Government and Housing Act 1989 as prescribed in the Local Government Officers (Political Restrictions) Regulations 1990.

Principal Job Purpose

Responsible to: Creative Director

Responsible for: This post combines practical support, such as the responsibility for overseeing upkeep and readiness of project equipment and materials and driving the Head4Arts van, with the development of aspects of Head4Arts' community outreach programme, including the direct delivery and documentation of some creative workshops, assisting with elements of project management and communicating with participants.

It is suitable for candidates who have some practical community arts skills who want to develop their knowledge of arts management as part of a busy community arts team.

Principal Accountabilities

1. To work alongside the Head4Arts team in preparing equipment and materials in readiness for the arts activity programme, including maintaining and managing Head4Arts' storage space.
2. To drive and load the Head4Arts van for creative activities and be responsible for basic van maintenance.

3. To provide practical support at key events and activities as part of the Head4Arts team, including some direct delivery of community arts workshops/activities and event set up.
4. To develop and promote Head4Arts' programme to embed a range of arts skills in local communities, including the direct delivery of some workshops and assisting practitioners with specific arts skills.
5. To assist with the delivery of accredited arts projects, including collecting evidence, supporting candidates to present their work appropriately and assessing portfolios.
6. To oversee the loan of Head4Arts equipment (eg. van, inflatable tent and digital equipment) to ensure that there is reasonable and managed community access to these resources.
7. To assist with Head4Arts' digital communications by ensuring Head4Arts' website and online presence is up to date, creating quarterly e-newsletters and managing Head4Arts' social media channels on a day-to-day basis.
8. To assist with the delivery of marketing campaigns to promote Head4Arts' programme of work, including designing basic publicity material.
9. To use optimisation and analysis tools to report on the effectiveness of online communications.
10. To assist with project documentation using film and photography to create an accurate record of work delivered for use on the internet, in evaluation and marketing.
11. To liaise with event organisers, partner organisations and participants to develop positive relationships and to ensure community outreach activities are well planned and run smoothly.
12. To undertake some administrative duties including:
 - Answering the phone and taking messages
 - Preparing risk assessments based on generic formats
 - Preparing contracts based on generic formats
 - Updating the inventory
 - Arranging PAT tests
 - Assisting with project monitoring and evaluation
13. To maintain and develop skills through appropriate training as and when required.
14. To acknowledge that we live in a bilingual nation by endeavouring to represent both Welsh and English languages through the delivery of all aspects of the role.
15. To be aware of Child Protection legislation and operate within the set guidelines.
16. To carry out any other duties as required deemed necessary for the post and as directed by your line manager.
17. To comply with the relevant sections of the Authority's policy statement on Health, Safety and Welfare at Work.
18. To adhere to the principles of the Corporate Equality Policy and ensure commitment to anti-discriminatory practice.

Person Specification – Non Managerial

1. Qualifications & experience

Qualifications/relevant experience	Assessment Method				
	Essential / Desirable	Application Form	Interview	Other (please specify)	Probationary Period
English and Maths GCSE grade C or above	Essential	✓			
Educated to degree level or equivalent, preferably in an arts discipline	Essential	✓			
Ability to speak/write in Welsh	Desirable	✓	✓		
Other experience					
Previous experience of volunteering or working in an arts context	Essential	✓	✓		
Experience of engaging with a wide range of community groups in a variety of settings	Essential	✓	✓		
Experience of developing engaging social media content	Essential	✓	✓		✓
Relevant digital media experience	Desirable	✓	✓		✓
Knowledge/Skills					
Excellent / communication skills (verbal and written)	Essential	✓	✓		✓
Ability to work independantly and as part of a multi-agency team	Essential	✓	✓		✓
A knowledge of the community arts sector/local arts practitioners	Essential	✓	✓		
Has an arts-based practice	Essential	✓			
Ability to work to deadlines	Essential	✓	✓		✓
An understanding of risk assessments in relation to arts management	Essential	✓	✓		
Excellent ICT skills, including website management, social media management and working with databases	Essential	✓	✓		✓
A creative outlook with a passion for the arts and cultural sector	Essential	✓	✓		✓
Willingness to work in a range of settings, including outdoors	Essential		✓		✓
Ability to create and edit video content	Desirable	✓	✓		✓
Familiarity with the geographical area	Desirable		✓		✓

2. Welsh Language Requirements (please select one of the following)	Essential / Desirable	Application Form	Interview	Other (please specify)	Probationary Period
Welsh language skills are desirable (level 0 in all Welsh Language Levels above).					
Welsh language skills are essential and candidates should either possess the relevant skills or be prepared to learn them when appointed to the post (levels 1-3).	Desirable	✓	✓		✓
Welsh language skills are essential (levels 4 and 5).					

	Level 0	Level 1 Entry	Level 2 Foundation	Level 3 Intermediate	Level 4 Advanced	Level 5 Proficiency
Listening/Speaking	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading/Understanding	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please see "[Welsh Language Skills Guidelines](#)" on the Blaenau Gwent website for further information on the above levels.

3. Special Requirements	Essential / Desirable	Application Form	Interview	Other (please specify)	Probationary Period

Reliable and punctual	Essential		✓		
Demonstrate a high level of self-motivation and the ability to act on own initiative	Essential	✓	✓		✓
Be flexible in working hours to meet the needs of the business	Essential	✓	✓		✓
Full and current driving licence and access to a vehicle for work. Ability to drive vans.	Essential	✓			

4. Personal Competencies

All competencies are regarded as essential, although it is recognised that some may be achieved over a period of time. All employees are expected to continually develop their competencies in line with the appropriate framework. In addition to those assessed as part of the recruitment process, competencies will be assessed during the probationary period and afterwards through the Authority's performance coaching scheme.

Topic	Competencies	Assessment Method			
		App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc (please specify)	Probationary Period/ Performance Coaching
Delivering the service	Plans ahead, organises work in advance		✓		✓
	Involves line manager/colleagues in setting and meeting targets				✓
	Reorganises work when necessary		✓		✓
	Sees tasks through to completion whenever possible		✓		✓
	Seeks help if workload becomes unmanageable		✓		✓
	Uses initiative to report issues that arise that impact on others				✓

Topic	Competencies	Assessment Method			
		App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc (please specify)	Probationary Period/ Performance Coaching
Improvement & Change	Is prepared to try new things & feed back results		✓		✓
	Understands that changes are needed if things are to be improved		✓		✓
	Finds new and creative ways of doing things better		✓		✓
	Actively seeks to develop own skills and knowledge		✓		✓
	Learns from mistakes & welcomes constructive feedback		✓		✓

Topic	Competencies	Assessment Method			
		App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc (please specify)	Probationary Period/ Performance Coaching
Providing Excellent Customer Service	Recognises the importance of high standards of customer service		✓		✓
	Is committed to providing an excellent service to the all the citizens of Blaenau Gwent		✓		✓
	Understands the links between own professionalism and the possible impact on the Authority's image				✓
	Has a professional attitude that sets an example to colleagues				✓
	Takes pride in own work and that of colleagues				✓
	Is respectful, courteous and helpful at all times				✓

Topic	Competencies	Assessment Method			
		App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc (please specify)	Probationary Period/ Performance Coaching
Team Working	Reacts constructively to others' suggestions and requests	✓	✓		✓
	Recognises potential value of others' opinions and actively seeks their contributions	✓	✓		✓
	Asks for help when necessary				✓
	Actively seeks to help others				✓
	Is aware of the impact of own behaviour on others	✓	✓		✓

Topic	Competencies	Assessment Method			
		App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc (please specify)	Probationary Period/ Performance Coaching
Communicating	Adapts content and style to help others understand	✓	✓		✓
	Makes sure that people are regularly informed				✓
	Uses appropriate language, gestures and tone when talking with others		✓		✓
	Checks others have understood & seeks advice when necessary	✓	✓		✓
	Actively seeks to improve all forms of communication with others				✓
	Communicates professionally by using formal channels appropriate to the situation				✓