

## Head of Content, Learning & Engagement – Recruitment Pack (Jan 26)

Dear Candidate,

Thank you for your interest in joining Crystal Palace Park Trust.

The new **Head of Content, Learning and Engagement** role offers the opportunity to join a young and growing registered charity at an exciting point in its evolution. You can help lead on establishing Crystal Palace Park as an exemplar in urban park management, community-led regeneration, and cultural, sporting, heritage and education programming whilst restoring its position as one of the world's leading visitor attractions.

We are looking for an experienced museum and heritage professional with a curatorial and/or learning and engagement background to ensure our collection, archive and content development has relevance for diverse audiences and partners. You will provide leadership on all areas of heritage content at Crystal Palace Park, developing and coordinating our work across curation, research and interpretation, alongside growing our learning and skills, community engagement and volunteering programmes.

The appointment comes at a pivotal moment: in September 2023, after 25 years of community campaigning, Crystal Palace Park Trust took over the custodianship of this unique landscape via a 125-year lease from the London Borough of Bromley. We are now working closely with them and a wide variety of other park and community stakeholders to deliver our mission: 'to protect, manage and improve Crystal Palace Park as a green, historic, ecological, recreational, sporting, cultural and educational resource in the interests of park users and of the wider community'. In addition, the Crystal Palace Museum and its archive and assets will be transferred to Trust custodianship during 2026. With the building reopened to the public, you will help it become the heart of our growing education and engagement programmes and the focus of a new funding project for redisplay and refurbishment.

### Crystal Palace Park is not your typical park

At over 200 acres Crystal Palace Park is far larger than most urban parks. Beloved as a 'back garden' to many people in the surrounding neighbourhoods, it is also of national and international significance due to its design as the grounds to the Victorian architectural masterpiece, The Crystal Palace, following its move from Hyde Park in 1854. As a result - as well as being home to a wide variety of plants, trees and animals - the park is rich in unique heritage including the 170-year-old world-

famous dinosaurs, sphinxes, and Italian Terraces as well as a younger, but no less unique, architect-designed outdoor concert venue. Today, circa one million people visit the park every year; to relax and meet friends and family, take part in sports and physical exercise, enjoy world class acts during summer festivals or simply have a moment of peace and enjoyment of nature.

The park is currently benefiting from an ambitious park-wide regeneration programme, the next two phases of which will see c. £20m invested into its landscape, infrastructure and heritage assets. The world-famous dinosaurs and Italian Terraces are being restored, there will be a new Visitor Centre and playground, and south London's very own hidden gem - the Victorian Subway – has recently been reopened as an events and arts space. At the heart of the park is the Greater London Authority-run, National Sports Centre and Stadium - also subject to their own multi-million-pound regeneration programme in the coming years and to which the Trust is a strategic stakeholder.

The capital works have begun on site and are be accompanied by a vibrant heritage engagement programme, complementing the growing reputation of the park as a venue for sports, culture, music, theatre and dance. It is expected that the growing profile of the park will support the Trust's aim to expand and diversify the park's visitor base and increase annual visitor numbers by 35%.

### **People at the heart of a special place**

The Trust's excellent and growing in-house team is organised into four departments: Finance and Corporate Services; Development and Communications; Events and Programmes; and Park Management and Special Projects. A large number of additional talented individuals are engaged onsite through suppliers, partners and volunteer groups.

We embrace a work culture that is supportive, celebrates success, and embraces continuing development as a critical component of actively supporting staff. We are seeking applicants who share our passion, energy and excitement, who identify with the Trust's mission, and who believe that they will thrive in a busy and ambitious environment.

This role is funded by The National Lottery Heritage Fund as part of a partnership project between Crystal Palace Park Trust and London Borough of Bromley.

Yours faithfully,



Victoria Pinnington  
Chief Executive Officer

## Job details

<b>Role: Head of Content, Learning &amp; Engagement</b>	
Line Managed By:	Senior Leadership Team member
Location:	Crystal Palace Park, GLL College, Ledrington Road, London, SE19 2BB. Hybrid considered.
Responsible for:	<ul style="list-style-type: none"> <li>Line management of museum and archival, learning, engagement and volunteering staff and consultants</li> <li>Museum oversight and development</li> <li>Heritage Fund Activity plan management and delivery</li> <li>Budget and resource management</li> </ul>
Salary:	c. £45,000 per annum FTE depending on experience
Hours:	32 or 40 hours per week (0.8 or 1 FTE inc. 1 hour paid lunch daily).
Benefits:	<ul style="list-style-type: none"> <li>25 days annual leave plus bank holidays, increases by a day, pro rata, each year completed, up to 30 days pro rata.</li> <li>Hybrid and Flexible working</li> <li>Employer Pension Contribution</li> <li>Employee Assistance Programme (EAP)</li> <li>Enhanced maternity and paternity pay</li> <li>Cycle to work scheme</li> <li>Membership of networks including NCVO; Parks for London; Association of Cultural Enterprises; and ICOM (2026).</li> </ul>

## Job description

### About the role

You will provide leadership on all areas of education, community engagement and

heritage content development at Crystal Palace Park and have curatorial oversight of the Museum.

You will have oversight of our collection and archives, research, interpretation, learning, engagement and volunteering activities, ensuring all activity is audience-driven and rooted in our mission, values and strategic principles and taking inspiration from our rich heritage and landscape and fascinating creative, cultural, and sporting legacy.

### **Responsibilities:**

Within this role you will play an integral part in the performance of Crystal Palace Park Trust in several core areas:

#### **Management, strategies and planning (40%)**

- Lead, manage and develop staff across learning, engagement, volunteering, content and archival areas alongside volunteers and suppliers, to ensure that delegated responsibilities and high performance are achieved within a safe, healthy, effective and positively engaged working environment
- Lead the Museum's development working closely with colleagues
- Develop and deliver an ambitious learning and participation vision, strategies and programme that reflect the needs and interests of diverse local communities and are rooted in our heritage, history, landscape, sporting and cultural legacy, collection and archive
- Oversee the effective delivery of the Heritage Fund activity plan and its outputs and outcomes, working closely with SLT members and other colleagues, and lead on developing and delivering future plans
- Maintain budgetary oversight for the key areas of spend, identifying and negotiating operating and staffing resource requirements to deliver the proposed programmes and KPI outcomes, while adhering to budgets and spending limits
- Ensure all programmes, projects and activity are delivered on time, to budget and manage all monitoring, evaluation and learning (MEL)
- Develop a partnership framework and range of opportunities across cultural, heritage, academic and local community sectors
- Be a key stakeholder in developing our audience development strategy working closely with colleagues across the organisation to ensure a welcoming and accessible environment for all
- Consider income generating opportunities across your areas and prioritise return on investment across people, place, planet and profit
- Support fundraising applications and report writing, ensuring effective monitoring of activity and cultivation of donors in close collaboration with the Director of Development & Communications.

## **Learning, community engagement and volunteering programmes (30%)**

- Lead on the delivery of a school's programme including formal and informal opportunities for engagement by responding to identified demand and areas of need
- Support the volunteering team to engage academic, business and youth skills-focused organisations to develop work experience, apprenticeship, internship and other opportunities
- Support the volunteering team on the growth and management of a vibrant, supportive and impactful volunteer programme with opportunities in the park across history/heritage; welcome/events and gardening alongside development of the advisory panels
- Build and nurture a network comprising Friends organisations alongside local creative, heritage and community groups especially those who represent priority audiences and disadvantaged and marginalised communities, and co create targeted activities, programmes and resources
- Support colleagues on the development of services, products and the physical environment to improve accessibility and remove any barriers to engagement and participation
- Oversee the access advisory and young advisory panel and ensure their advice is considered and influences organisational and programme development
- Work with colleagues over the usage and sharing of key venues including the Visitor Centre, Subway, Concert Platform and Museum.

## **Curation, research and content development**

- Work closely with the Director Development and Communications to lead on heritage content development and interpretation, ensuring that the best use is made of our collection, archive, oral histories, research, venues, built and natural heritage and other assets, welcoming diverse perspectives and voices
- Ensure a strategic approach to curatorial work including collection and archives care, documentation and management, research, resources and exhibition/content development, both onsite and online
- Develop a body of resources, trails, talks, exhibition and online content by working closely with a diverse range of stakeholders, partners and local community groups

- Develop and lead on the collections and archive policy to inform future collecting, acquisitions and site developments
- Direct the work of your team for overseeing, coordinating and ensuring compliance with Arts Council Accreditation Standards and other relevant museum and heritage compliance.

## **Other**

These responsibilities are broad and cover a range of aspects of our work at Crystal Palace Park Trust. It is a requirement of the Trust that all staff work in a flexible manner compatible with their jobs and in line with the objectives the Trust must fulfil. A limited amount of evening and weekend work will be required by arrangement. Time off in lieu will be granted as agreed by your line manager.

The following is an estimate of the balance of the role. It may change at different points during the year and over time but is intended to give a feel for the split of work.

This role is funded by The National Lottery Heritage Fund as part of a partnership project between Crystal Palace Park Trust and London Borough of Bromley.

Management, strategies and planning	40%
Learning, community engagement and volunteering programmes	30%
Curation, research and content development	30%

## **Person Specification:**

### KNOWLEDGE and EXPERIENCE

*All essential unless indicated otherwise:*

- Experience working with content, collections and/or archives in the museums and heritage industry or visitor attraction sector
- Experience managing staff and volunteers in a curatorial, content, learning or engagement capacity
- Experienced and socially engaged content developer with a proven track record of engaging with a wide range of people
- Understanding of the barriers to participation in the arts and heritage sector and brings experience of supporting diverse audiences to engage
- Experience of using audience research to inform content development and engagement plans, policies and strategies
- Knowledge and experience of developing resources, exhibitions, programmes, and online content that are engaging and relevant to diverse visitors
- Experience of drafting, delivering and evaluating Heritage Fund-funded activity plans

- Experience and expertise in partnership working and networking
- Experience of project management, managing budgets and financial planning.
- Knowledge of Arts Council England Accreditation (desirable).

## SKILLS and ABILITIES

- Excellent leadership and people management skills
- Innovative, creative and dynamic
- A flexible approach to work
- Excellent time management skills and the ability to work under pressure
- Excellent inter-personal skills and a willingness to listen to and assist others
- Able to manage and liaise with external suppliers and contractors
- Adaptable and willing to learn new things
- Good IT skills including the ability to use Google Docs, MS office, and word processing and spreadsheets
- Excellent copywriting skills and a passion for telling stories in accessible and engaging ways
- Good numeracy skills.

## VALUES and BEHAVIOURS

- A commitment to Crystal Palace Park Trust mission and values
- A strong moral compass - doing what's right and raising concerns if required
- A strong commitment to championing anti-racism, intersectionality and other forms of diversity, equity and inclusion
- Passion for working with diverse groups of people and engaging people in new opportunities
- Energetic self-starter able to work individually and as part of a team as needed
- A willingness to further develop skills as necessary to thrive in the role.

## How to apply

Submit the following documents as separate .pdf files:

- CV

- Covering letter not to exceed two single-sided pages. The covering letter should consist of a statement of personal interest and clearly describe how the applicant satisfies the job description (main responsibilities and person specification).
- Equal opportunities form.

Submit the three documents above to [jobs@crystalpalaceparktrust.org](mailto:jobs@crystalpalaceparktrust.org) quoting '**Role: Head of Content, Learning & Engagement**' in the subject line.

#### **Recruitment timeline**

Closing date	Friday 27 Feb 2026 @ 10am
First round interviews (panel format). Second round interviews TBC	w/c 9 March 2026

Any offer of employment will be subject to references and an Enhanced DBS check.

**This role is made possible thanks to a grant from The National Lottery Heritage Fund, with thanks to National Lottery players.**