Brief – Easy Read

Cultural Ambassador Programme Leader

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| User with solid fill | Role:  Cultural Ambassador Programme Leader (freelance) |
| Pound with solid fill | Fee:  £12,600 **(42 days** at **£300** per day) |
| Daily calendar with solid fill | Dates:  **42 days** between **June 2024** to end of **March 2025.**  Every Thursday from September 2024 to March 2025 apart from during school holidays.  17th March 2025 to 21st March 2025 for the I Am Festival. |
| Skyscrapers in city | The programme will take place in person at a location in London.   The exact location will be confirmed. |
| A group of people around a table  Description automatically generated | The Cultural Ambassador Programme Leader will work with 10 Deaf, disabled and neurodivergent young people on a work experience programme. |
| Woman in wheelchair holding tablet | We are interested in hearing from individuals who identify as disabled. |
| Shield Tick with solid fill | If you are successful in this role you will need to complete a Disclosure and Barring Check (DBS) |
| Checkbox Ticked with solid fill | You must be eligible to work in the UK |
| Tax with solid fill | This is a freelance role. You must be registered to pay your own taxes. |
| People using sign language | We are committed to breaking down barriers to employment and welcome conversations around how we can make this role more accessible for you. |

About A New Direction

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| A picture containing text, clipart  Description automatically generated | A New Direction is a London-based non-profit organisation. |
| Aspiration with solid fill | We generate opportunities for children and young people to unlock their creativity. |
| Student in a science class at school | Our vision is for a world where all children and young people achieve their creative potential. |
| Child painting picture | Our mission is to enhance the capacity of children and young people to own their creativity, shape culture and achieve their creative potential. |
| Connections outline | To do this we work with lots of different partners including schools, local authorities and cultural organisations and create opportunities for children from childhood, through school years and into employment. |
| List with solid fill | An Easy Read version of our Values can be found on our website:  <https://www.anewdirection.org.uk/about-us/our-values> |

About the Cultural Ambassador programme:

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| A group of people around a table  Description automatically generated | This is a work experience programme for 10 Deaf, disabled and neurodivergent young people. |
| Daily calendar with solid fill | It will take place over 22 weeks. |
| A black and white logo with a star and text  Description automatically generated | A New Direction delivers this programme in partnership with a charity called AFK. They provide education, training and work experience programmes for disabled young people. |
| A group of people sitting in a room  Description automatically generated | The Cultural Ambassadors will learn more about the creative and cultural sector. |
| A group of people sitting on the floor  Description automatically generated | They will work with artists and organisations. |
| A pink stick figure with black text  Description automatically generated | They will plan and deliver a creative project as part of I Am Festival 2025. |
| A group of people sitting at a table  Description automatically generated | They will develop their:   * Confidence * Independence * Teamworking skills * Communication skills. |
| A group of people in pink shirts making crafts  Description automatically generated | They will train for roles that they will do during the I Am Festival week, including:   * Stewarding * Welcome Desk support * Workshop support * Evaluation support |

About the I Am Festival

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| A pink stick figure with black text  Description automatically generated | The I Am Festival takes place every year. |
| Balloons outline | 2025 is the 10-year anniversary of the I Am Festival. |
| A group of people posing for a photo  Description automatically generated | The festival celebrates the creativity of Deaf, disabled and neurodivergent children and young people. |
| Skyscrapers in city | In 2024, the festival took place in 4 venues across London. |
|  | Over 150 students from SEND settings came to experience the festival. |
| A poster with a diagram and a picture of people  Description automatically generated | The Cultural Ambassadors planned and delivered an event called I’m Amazing, You’re Amazing. |

About the Role

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| The Cultural Ambassador Programme Leader will: | |
| A person reaching for a paper on a table full of paper and sticky notes | Support the planning and shaping of the Cultural Ambassador programme. |
| A group of people playing with colorful pieces  Description automatically generated | Plan and deliver creative, accessible and inclusive weekly sessions. |
| A group of people sitting around a table  Description automatically generated | Work with AFK, the I Am Programme Producer, the Programme Support and the wider A New Direction team to manage the shape of the Cultural Ambassador programme. |
| A group of people sitting on a window sill  Description automatically generated | Creative a positive and collaborative environment for the group to work in. |
| A group of people leaning on a railing  Description automatically generated | Organise and accompany the Cultural Ambassadors on visits to cultural spaces. |
| A group of people sitting on the floor  Description automatically generated | Support organisations and artists to deliver accessible and relevant workshops for the young people. |
| A pink stick figure with black text  Description automatically generated | Support the Cultural Ambassadors and Programme Producer to plan, budget, and deliver a creative project for the 2025 I Am Festival. |
| A group of men sitting at a table  Description automatically generated | Coordinate and support the Cultural Ambassadors during the I Am festival. |
| Route (Two Pins With A Path) with solid fill | Support conversations around creative progression routes with cultural organisations, A New Direction, and AFK. |
| A group of people sitting at a table  Description automatically generated | Support the Cultural Ambassadors to develop skills in communication, team working, and problem solving. |
| Briefcase with solid fill | Support the Cultural Ambassadors to develop skills which they can take forward into the working world, depending on the needs and interests of the group. |
| Head with gears with solid fill | Support the Cultural Ambassadors to develop knowledge of the cultural sector. |
| Hands being raised up | Support the Cultural Ambassadors to develop confidence in advocating for disabled young people. |

Key Dates

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| Planning and meeting with A New Direction | From June 2024 |
| Cultural Ambassadors work experience programme | September 2024 – March 2025 (excluding school holidays)  Weekly on Thursdays from 10am – 3pm  Exact location will be confirmed. |
| I Am Festival | Monday 17th March to Friday 21st March 2025. |
| Evaluation and celebration | During the week of 24th March 2025. |

What are we looking for?

Skills

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| We are looking for someone who can demonstrate the following skills: | |
| People using sign language | Ability to communicate and support Deaf, disabled and neurodivergent young adults. |
| A group of men sitting at a table  Description automatically generated | Ability to work with and gain trust from young people from a wide range of backgrounds. |
| Programmer male with solid fill | Ability to be flexible and adaptable to different working environments. |
| User with solid fill | Ability to work independently. |
| Date in calendar circled with red | Ability to meet deadlines and work with accuracy and attention to detail. |
| Scientific Thought outline | Knowledgeable about the arts and cultural sector and employment routes into these industries. |
| List with solid fill | Ability to create accessible documents such as Easy Read (desirable) |

Approach

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| We are looking for someone who: | |
| A picture containing text, clipart  Description automatically generated | Displays a strong empathy with the values and vision of A New Direction |
| Megaphone with solid fill | Centres the voices and opinions of Deaf, disabled and neurodivergent young people. |
| A diagram of a building with colorful circles around it  Description automatically generated | Applies the Social Model of Disability to their work. |
| Woman meditating outdoors | Is tactful, calm, and sensitive. |
| Good Idea outline | Is focused on outcomes and proactive in problem-solving. |
| A person sitting on a window ledge  Description automatically generated | Is trustful, honest and dependable. |
|  | Is committed to working in an environment which values and celebrates diversity. |

Experience

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| A group of people around a table  Description automatically generated | Experience of working with Deaf, disabled and neurodivergent young people. |
| People working on ideas | Experience supporting content production for events (desirable) |

How to Apply

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| If you are interested in applying you can send us: | |
| Document with solid fill | An Expression of Interest document no longer than 2 sides of A4 |
| Video camera on stand recording man presenting and holding laptop with one hand | OR  A 5-minute video |
| Mic and audio filter | OR  A 5-minute audio recording |
| Checklist with solid fill | In your Expression of Interest, you should include: |
| Woman finger on forehead | Your understanding of the brief and how your experience relates to the brief |
| A group of men sitting at a table  Description automatically generated | How you would support the Cultural Ambassadors |
| Person with idea with solid fill | An idea for a workshop that could be delivered as part of this programme, either by your or an organisation or artist. |
| Person in wheelchair with solid fill | Any access requirements that you would like us to be aware of. |
| Share with solid fill | Please send your Expression of Interest to <schools@anewdirection.org.uk> |
| Chat with solid fill | If you would like to have a chat with us before submitting your application, you can email us at [schools@anewdirection.org.uk](mailto:schools@anewdirection.org.uk) |
| Smart Phone with solid fill | You can also call us on 020 7608 2132. |
| 13 | The deadline for sending this is 5pm on Monday 13th May 2024. |
| Two women sitting at table | Shortlisted applications will be invited to a short interview. |
| Daily calendar with solid fill | Interviews will be held on Tuesday 21st May and Thursday 23rd May. |
| Open hand with solid fill | If there is any additional support you may need to complete this application or fulfil this role, please let us know by calling 020 7608 2132 or emailing [schools@anewdirection.org.uk](mailto:schools@anewdirection.org.uk). |