

THE Dreamland TRUST

DREAMLAND MARGATE JOB DESCRIPTION

Job Title: Audience Development Officer

Line Manager: Project Director

Reporting to: Dreamland Trustees

Overall Objective:

To act as curator, organiser and central point of reference for a programme of exhibitions and outreach events which promote Dreamland Margate.

The object of the post is to engage as wide a spectrum of the public as possible in appreciating the history of the culture of the people, specifically in relation to the town of Margate, and to facilitate the public in contributing their own material and memories to the project.

Job Purpose:

Dreamland at Margate in Kent has pivotal connections with the history of popular culture dating back to the 1870s. The site is also connected with many key figures involved in the development of the circus, amusement parks and cinema - especially the Sanger family who used this seafront location as their permanent base.

The Dreamland site is currently unused and is subject to major funding bids to CABE and the Heritage Lottery Fund to secure its future beneficial use. Key to the proposals is the concept of historical interpretation to bring the historical significance of the site and its role in popular culture to the widest possible audience.

Crucial to the Dreamland project is its exploration and promotion of popular culture; both through the world's first amusement park to solely feature thrilling historic rides and the cinema building and its celebration of the 'street culture' of the young of the latter half of the 20th century. The post-holder will be the person who both communicates these strands of the project to the public and also receives and collates information from the public in return.

During the initial development stages of the project it is proposed to create an audience development space in Margate. This space will act as a shop front for the project and provide the public with a point of contact. It will house an exhibition space that will host a series of progressive exhibitions which illustrate both the history of the site and its relevance to the lives of ordinary people.

The post-holder will also act as point of contact with the public to develop a dialogue wherein information can be shared and knowledge increased.

One of the objects of the post is to encourage audience loyalty to Dreamland Margate, to increase the richness of its "offer" and to ensure a continuing, sustainable market for the project.

Principal Duties:

- Solicit, receive and collate information from the public, the Project Archivist and other sources with a view to mounting a series of exhibitions during the project's development stage.
- Curate exhibitions that illustrate the history of the site and Margate itself, and demonstrate the pivotal role that both had in the history of entertaining the public.
- Engage with the community.
- Advertise and promote Dreamland events.
- Produce a scoping report illustrating the breadth of material and responses and suggesting ways in which the project could be further developed.

Skills and Experience Required:

- An appropriate degree.
- Excellent interpersonal skills, and an ability to communicate with all age groups.
- A dynamic and outgoing countenance.
- Previous curatorial experience.
- A demonstrable ability to create and manage publicity.



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