

Interpretation Manager

Job Title: Interpretation Manager
Position: Fixed Term contract – 18 months
Hours: Full time, 35 hours per week
Salary: £33,000 - £35,000
Holidays: 33 days per annum including 8 Public Holidays
Responsible to: Deputy Director (Visitor Experience)
Location based at: Flexible working. Minimum 2 days per week at Chelsea Physic Garden, 66 Royal Hospital Road, London, SW3 4HS.

1. Equal Opportunities

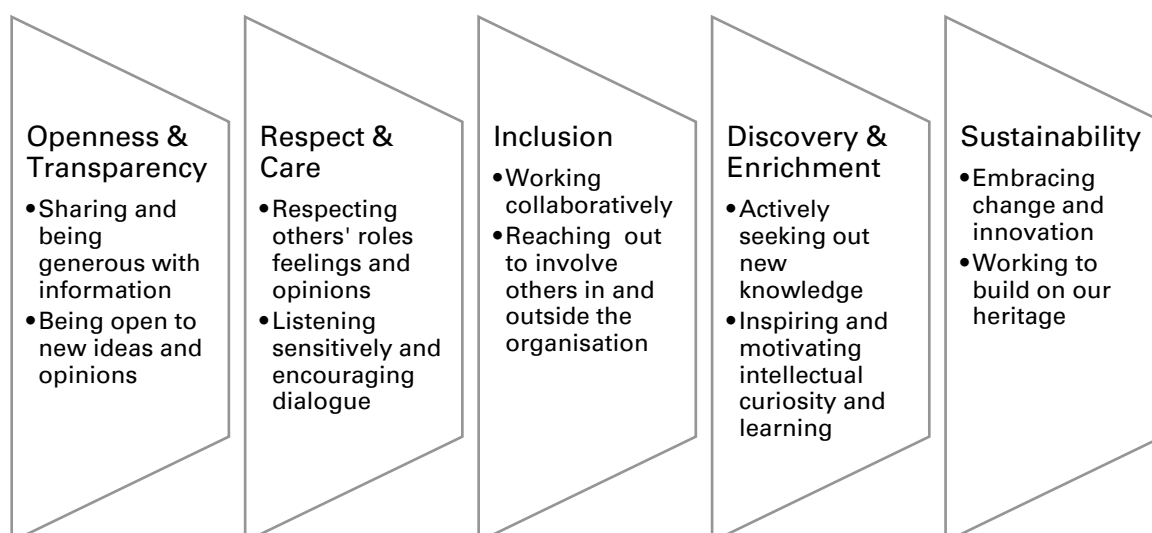
Chelsea Physic Garden is a place for everyone. As an equal opportunities' employer, Chelsea Physic Garden is committed to championing equality, diversity, and inclusion in our workplace. If you are a suitably qualified applicant, we encourage your application whatever your age, disability, gender, gender identity, race, religion or belief, sexual orientation or socio-economic background.

2. About Chelsea Physic Garden

Chelsea Physic Garden (CPG) is an independent charity set up in 1983 to promote and preserve the four-acre garden of the same name. The charity's mission is to demonstrate the medicinal, economic, cultural and environmental importance of plants to the survival and wellbeing of humankind. In this time of climate crisis, this is increasingly important.

3. Our Values

We have a set of five interlinked reinforcing values that support each other.



4. About the Role

The Interpretation Manager plays a pivotal role in enhancing the onsite visitor experience by creating engaging, educational and thought-provoking interpretation. The position is responsible for developing and implementing interpretation that communicates complex scientific concepts to diverse audiences. The plants and stories within the Garden's collection sit at a cross section of horticulture, botany, plant science and medicine, biodiversity, socio-cultural history, geography, art and more.

Chelsea Physic Garden is committed to becoming a Garden for All. Representing our audiences through the stories we tell is an important part of this. The postholder will need to collaborate with community partners to provide credibility and authenticity through global voices within the interpretation.

5. Project Brief

The Garden has begun reinterpreting its collection. In 2023 the History Trail, the Garden of World Medicine, the Garden of Pharmaceuticals, and seven historic Glasshouses all received our new approach to interpretation.. There are approximately nine areas remaining that require new interpretation. Each area has an introduction panel, approximately four secondary panels, 5 – 10 featured plants and 10 – 15 object labels. This will vary for each area of the collection depending on its size and complexity.

This project will see the remaining interpretation updated with new key messages, design, and a commitment to broadening the stories we tell. Whilst the frameworks are there, they need to be made relevant for contemporary audiences. For example, The World Woodland will refocus on the importance of woodlands during the Climate Crisis, alongside how people rely on woodlands.

The collections requiring reinterpretation are:

- The Woodland Walk
- The World Woodland
- The Edible Garden
- The Useful Garden
- The Borders (e.g. Australia, Macaronesia, Southern Africa)
- The Curators Garden (area to be replanted end of 2023)
- The Compost Yard
- Dicotyledon & Monocotyledon Order Beds
- The Tank Pond & British Native Plants

The post holder will be responsible for delivering this project, for writing the new content. They will commission designers and producers to make the physical interpretation, and oversee the installation. The post holder will also support an external freelancer (already appointed) to deliver the Glasshouses Audio Guide. Which has already been scripted, and is in the final stages ahead of production.

6. Key areas of responsibility

Interpretation Redevelopment

- The Interpretation Manager will administer the redevelopment of all remaining onsite interpretation to convey the science, history, cultural significance and contemporary relevance of Chelsea Physic Garden's collections.
- Take ownership of the Interpretation Matrix, which outlines all existing interpretation and how each collection needs to be refocused. This document will need to be updated as required
- Collaborate with the Deputy Director (Visitor Experience), Head of Plant Collections, Head of Learning & Public Engagement, Visitor Experience Manager, and community partners.

Creating a Garden for All

- Work to make Chelsea Physic Garden a welcoming and inclusive space for all visitors by promoting diversity and inclusivity in interpretation.
- Champion efforts to address the colonial legacy associated with the Garden's history and collections through interpretation.
- Ensure interpretation makes space for under-represented voices in horticulture such as racially and ethnically diverse individuals, LGBTQ+/gender non-conforming people and people from lower socio-economic backgrounds.
- Collaborate with community partners to provide authenticity and insights to global narratives.
- Work with colleagues to evaluate and assess the impact and effectiveness of interpretation.

Communication & Research

- Communicate complex scientific narratives to audiences through clear and engaging language.
- Publicise new interpretation to staff and volunteers to raise awareness.
- Research and write copy for interpretation panels based on the Interpretation Matrix.
- Enhance the Interpretation Style Guide based on research (for example plants are first introduced by their scientific name and the common name follows)
- Ensure information is researched, written and designed to the highest possible standards.
- Reference the recently completed 350 defining Plants research

Project Delivery

- Liaise with subcontractors such as designers, proof readers and image researchers.
- Manage the interpretation project's budget, ensuring resources are allocated efficiently.
- In addition to this project, the postholder may be asked to support the proofing of other printed materials, such as trails and takeovers, to ensure they are in keeping with the style and tone of CPG interpretation.

7. Person Specification

Skills and Experience	Essential (E)/ Desirable (D)
Experience of developing and implementing interpretation schemes for organisations or attractions in the heritage, cultural, educational and/or charity sectors	E
Excellent written and verbal communication skills	E
Well developed knowledge of plant sciences, horticulture, botany and how to communicate this accessibly	E
A desire to make space for broader representation in the horticultural sector through interpretation	E
A willingness to sensitively address colonialism, and the colonial legacy of Chelsea Physic Garden and areas of plant science more broadly through interpretation	E
Experience of working to corporate brand guidelines and evolving design templates for interpretive material	D
An understanding of audiences and audience segmentation, with demonstrable experience of adapting content to suit different audiences	E
Able to work under own initiative to project deadlines	E
Experience in programme development, project management, and budgeting	D
Ability to work collaboratively with diverse teams and external stakeholders	E
The ability to work sustainably in a time of climate crisis.	E

8. Terms and Conditions:

This is an 18 month fixed term, full time post. The Garden operates a salary exchange pension scheme with Royal London. The equivalent contribution rates are 5% employer and 3% employee at the end of the probationary period. 33 days holiday per annum including statutory holidays. The role is flexible, with a requirement to be based at Chelsea Physic Garden, 66 Royal Hospital Road, London SW3 4HS for approximately two days a week.

9. Returning your application:

Please complete the job application form and equal opportunities form and email them to jobs@chelseaphysicgarden.co.uk

Dates:

Closing date for applications: Sunday 05 November 2023

1st Interview: Tuesday 14 November 2023

2nd Interview (if required): Tuesday 21 November 2023