

Cultural Ambassador Programme Leader

Brief

A New Direction is looking for a Programme Leader to support a team of 10 Deaf, disabled and neurodivergent young adults through our Cultural Ambassadors work experience programme, delivered in partnership with AFK. The Ambassadors will be producing creative activities for next year's I Am Festival in collaboration with A New Direction, artists, cultural organisations, and a network of teachers from special educational needs and disabilities (SEND) education settings.

We are particularly interested in hearing from individuals who identify as disabled.

Dates: June 2024 – March 2025 (exact dates TBD)

Fee: £12,600 (42 days @ £300 a day)

Deadline: 5pm on Monday 13th May 2024

Please note: Cultural Ambassador sessions will take place weekly, in person, on Thursdays from September 2024 to March 2025 (excluding school holidays). The Programme Leader must have full availability on Thursdays during this time.

If you have any questions about this brief, please get in touch by emailing schools@anewdirection.org.uk before applying.

About A New Direction

A New Direction is a London-based non-profit, generating opportunities for children and young people to unlock their creativity.

Our vision is for a world where all children and young people achieve their creative potential.

Our mission is to enhance the capacity of children and young people to own their creativity, shape culture and achieve their creative potential.

We do this by working with a diverse range of partners (including schools, local authorities, and cultural organisations), making connections, sharing practice, influencing change, improving the ecology that surrounds children and young people, and by providing real and transformative opportunities – from childhood, through school years into employment.

Our values:

- Equity
- Connectivity
- Trust and Respect
- Creative Culture
- Kindness

About AFK

AFK are a charity who help disabled young people develop the life and work skills they need to live more independently and move into paid employment.

About the Role

Working closely with AFK and A New Direction teams, the Cultural Ambassador (CA) Programme Leader will play a key role in supporting 10 disabled young people throughout their time as Cultural Ambassadors.

The CA Programme Leader will:

- » Support the planning and shaping of the work experience programme.
- » Plan and deliver creative, accessible and inclusive weekly sessions.
- » Manage the shape of the programme, with support from AFK, and members of the wider A New Direction team.
- » Create a positive and collaborative environment for the group to work in.
- » Organise and accompany the Cultural Ambassadors on visits to cultural spaces.
- » Support organisations and artists to deliver accessible and relevant workshops for the young people.
- » Support the Cultural Ambassadors and Programme Producer to plan, budget, and deliver a creative project for the 2025 I Am Festival.
- » Coordinate and support the Cultural Ambassadors during the I Am festival with support from AFK.
- » Support conversations around creative progression routes with cultural organisations, A New Direction, and AFK.
- » Support the Cultural Ambassadors to develop skills in communication, team working, and problem solving.
- » 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.
- » Support the Cultural Ambassadors to develop knowledge of the cultural sector and confidence in advocating for disabled young people.

We are looking for a kind, dynamic, enthusiastic, and hands-on individual, who is willing to get stuck in and demonstrate initiative. The content of the programme is flexible and we welcome suggestions of workshops and/or facilitators to enrich the programme.

About the Cultural Ambassadors Programme

Over 22 weeks, a group of 10 Deaf, disabled, and neurodivergent young adults will take part in a Cultural Ambassador work experience programme, now in its fifth year. During this programme, they will work with A New Direction, cultural organisations, and freelance artists to gain more knowledge about the creative and cultural sector and skills that they can take into future work. They will also plan and deliver a project for I Am Festival 2025.

During the programme they will:

- Take the lead on a creative project for I Am Festival 2025, managing all the aspects of the project from start to finish.
- Work with artists and organisations to find out more about the creative and cultural sector.
- Develop their confidence, independence and teamwork and communication skills.
- Train for and take on key roles within the I Am Festival week including:
 - Welcome Desk support
 - Stewarding
 - Workshop support
 - Evaluation support

About I Am Festival

I Am Festival is our yearly celebration empowering Deaf, disabled, and neurodivergent young people to explore their creativity. Over the past nine years, the festival has provided a platform for hundreds of young people to showcase their talents, leadership, ideas, and opinions.

I Am festival 2024 took place in 4 venues across London and provided an opportunity for over 150 students from SEND settings to experience creative opportunities. At this festival, last year's cohort of Cultural Ambassadors also delivered "I'm Amazing, You're Amazing", an event that was entirely devised and delivered by the young people.

I Am Festival 2025 marks the 10th anniversary of the I Am Festival so this is an exciting opportunity to get involved in a landmark year.

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 <i>Location TBC</i> |
| I Am Festival | w/c 17 th March 2025 |
| Evaluation and celebration | w/c 24 th March 2025 |

What are we looking for?

Skills

- » Ability to communicate and support Deaf, disabled and neurodivergent young adults.
- » Ability to work with and gain trust from young people from a wide range of backgrounds.
- » Ability to be flexible and adaptable to different working environments.
- » Ability to work under own initiative and prioritise a range of tasks with minimal supervision.
- » Ability to meet deadlines and work with accuracy and attention to detail.
- » Knowledgeable about the arts and cultural sector and employment routes into these industries.
- » Ability to create accessible documents such as Easy Read (desirable)

Approach

- » Displays a strong empathy with the values and vision of A New Direction
- » Centres the voices and opinions of Deaf, disabled and neurodivergent young people.
- » Applies the Social Model of Disability to their work.
- » Is tactful, calm, and sensitive.
- » Is focused on outcomes and proactive in problem-solving
- » Has a high degree of integrity – trust, honesty, and dependability.

- » Is committed to working in an environment which values and celebrates diversity.

Experience

- » Experience of working with Deaf, disabled and neurodivergent young people
- » Experience supporting content production for events (desirable)

How to Apply

To express an interest in this role, please send an Expression of Interest document no longer than two sides of A4, or a 5-minute video or audio recording, to schools@anewdirection.org.uk by 5pm on Monday 13th May.

Your Expression of Interest should include:

- Your understanding of the brief and your relevant experience
- Your approach to supporting the Cultural Ambassadors
- An idea for a workshop that could be delivered as part of this programme (either by you or an organisation/artist)

Shortlisted applications will be invited to a short interview with us to discuss their approach as part of the decision-making process. Interviews will be held on Tuesday the 21st and Thursday 23rd May.

If you would like to discuss this further before submitting an expression of interest, please email schools@anewdirection.org.uk to arrange a call.

Please note that the successful candidate for this post will be required to complete a Disclosure and Barring Check, must be eligible to work in the UK and registered to pay their own taxes.

Access:

It is really important to us that there are no barriers to anyone applying for opportunities at A New Direction. Please let us know if you have any access requirements and/or would like to submit your application in a different format by contacting schools@anewdirection.org.uk.

If there is any additional support, we could offer to enable you to participate in either the selection process or potentially working with the A New Direction, please include this in your application. Find out more about accessibility requirements and provisions on [Scope's website](#).