



Your job

Job Title: Head of Learning & Engagement

Service: Culture & Events, Haigh Hall

Grade: 12

Reporting to: Operations Director

Wigan Council understands and supports the role of culture in enabling communities to thrive. Harnessing creativity to break down barriers and challenge inequalities, creating opportunities for children, families, residents, and businesses to flourish.

The Council is committed to increasing resident engagement in arts and cultural activities and the newly created role of Head of Learning & Engagement will play a strategically important role in leading the development and delivery of a dynamic Learning and Engagement Strategy for the service with Haigh Hall at its centre.

Haigh Hall and its 300-acre Woodland Park is an established and much-loved visitor destination with over 600,000 visits per year. The estate is undergoing a transformative redevelopment into a world-class cultural destination, blending heritage with contemporary creativity. The transformation project has benefitted from significant Council investment in addition to National Lottery Heritage Funding and the Government's Levelling Up Fund contributing to an overall £50m+ project, providing a once in a generation opportunity to transform the Hall and estate.

This role will position Haigh Hall as a nationally recognised centre for creative, cultural, and environmental learning, while ensuring connectivity and growth of the wider service and sector offer.

The Head of Learning & Engagement will provide strategic and operational leadership, working collaboratively with internal teams, external partners,

and community stakeholders to co-create inclusive, impactful programmes.

Our Learning and Engagement vision is to harness our creative, historic, and environmental assets to enrich lives - particularly those of school children, young people (16–24), intergenerational families, and older residents.

We aim to support wellbeing, social connection, and lifelong learning through inclusive, collaborative programming. Our work is rooted in community consultation and co-creation, with a strong local presence and national ambition. We collaborate closely with cultural and educational partners across Wigan and the North-West.

The Head of Learning & Engagement will work collaboratively with a range of partners to develop and deliver the Learning and Engagement Strategy including, but not limited to, local schools and colleges, Edge Hill University (through our Civic University Agreement), heritage and cultural institutions, education institutions, community groups and funders.

The Head of Learning & Education will develop strong relationships with internal teams and partners including the Culture and Events teams, Horticulture, Site Support, Visitor Experience, Education, PR/Marketing, Finance and Legal.

Mandatory Statement

The Council is committed to complying with European General Data Protection regulations (UKGDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection regulations.

Wigan Council is an active, strong, and committed corporate parent. As a priority, all employees have a responsibility towards the children we look after and care leavers, not just those employed by the Children's Directorate.

In this job you will:

In the next 12 months, you will:

- Develop and begin to implement a long-term, service wide Learning and Engagement Strategy with the Vision and Values for Haigh Hall and objectives set out in both the Levelling Up and National Lottery Heritage programmes at its centre.
- Begin to establish a dynamic and committed delivery team.

- Launch a programme of events and activities aligned with the site's broader vision.
- Play a key role in supporting the business planning process to ensure effective use of resources and long-term sustainability.
- Set and monitor targets for participation and impact for the Hall and across the service broader service venues, including educational visits over a five-year period.
- Represent Learning and Engagement as part of both the Haigh Hall & Woodland Park and Culture Service leadership teams.
- Contribute to fundraising efforts and manage externally funded project budgets, reporting to funders on progress and impact.
- Commission and apply research to evaluate programme effectiveness and inform future planning.
- Support the development of interpretation strategies (digital, gallery-based, and outdoor) that make Haigh Hall's history and collections accessible and engaging.
- Forge strong links with community groups, cultural organisations, and the local education sector in developing the Learning and Engagement Strategy

On an ongoing basis you will:

- Oversee learning and engagement budgets and ensure accountability for income and expenditure.
- Support marketing and promotion of all learning and engagement activities across the service.
- Stay informed of sector best practices and bring innovative thinking to public engagement and co-creation.
- Build and maintain strong relationships with local communities and stakeholders.
- Facilitate two-way dialogue to ensure programming reflects diverse voices and needs.
- Develop a framework for participation that embeds collaboration at every level
- Advocate for community interests internally and challenge constructively where needed
- Lead the team responsible for delivering these programmes, including volunteers.
- Ensure programming is inclusive, co-created, and responsive to community needs.

- Collaborate with internal teams, volunteers and external partners to manage integrated, cross-site initiatives. These teams include, but are not limited to Culture, Events, Horticulture, Site Support, Visitor Experience, Be Well and Public Health.
- Ensure that, where possible, learning programmes align with the National Curriculum, and other recognised frameworks.
- Build and sustain relationships with community groups across Wigan and the wider region, with a focus on underrepresented audiences.
- Play a key role as part of the working group developing the opening programme for the Hall and park
- Develop all operational elements of the Learning and Community programme across the Hall and park including policy development, staffing and partnerships
- Lead volunteering initiatives, offering meaningful opportunities for skills development and participation
- Seek opportunities for joint funding bids and partnership projects
- Represent the council on the Local Cultural Education Partnership
- Line-manage engagement staff, freelancers, apprentices, and volunteers as required.
- Provide training and support to staff and volunteers in audience engagement and learning.
- Actively support and contribute to the Council's 'New Era' plan, 'Progress with Unity', and the new 5-year cultural strategy.
- Along with the wider team you will, where possible, support the local community through Community Wealth Building (CWB) initiatives this could be around the shared use of volunteers, resources and supporting with fund raising in addition to ensuring a CWB obligation is written in any procurement processes undertaken.
- Play a key role in the strategic leadership and management of Haigh Hall embodying Wigan Council's values.
- Carry out other reasonable duties as required, including a flexible approach, to occasional evening and weekend work.
- Actively support and contribute to the Council's 'New Era' plan, 'Progress with Unity', and the new 5 year cultural strategy, 'The Forge'
- Carry out other reasonable duties as required by the Operations Director to support the delivery of the vision for Haigh Hall
- Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules

In this job you will need:

You must be able to demonstrate the following essential requirements

- Degree or relevant experience in creative education, heritage management, community engagement, or a related field.
- Proven experience in developing and delivering high-quality learning and community engagement programmes.
- Knowledge of national and regional education agendas and the role of heritage in lifelong learning.
- Strong understanding of equality, diversity, and inclusion in heritage and cultural engagement.
- Excellent interpersonal, communication, and facilitation skills.
- Ability to work cohesively as part of a Senior Management Team, displaying the 'TeamWigan' behaviours
- Experience of creating engaging learning content for diverse audiences
- Excellent leadership and organisational skills
- Excellent decision-making skills and the ability to break down problems and devise innovative solutions
- Experience of working in partnership with a range of stakeholders.
- Excellent project management skills, with the ability to manage budgets and report on outcomes.
- Commitment to safeguarding and wellbeing of children, young people, and vulnerable adults.
- Ability to work to tight deadlines and thrive under pressure
- Excellent ICT skills and good understanding of the value and use of new technology in improving services and engaging with others
- Engage positively with new challenges and new development opportunities, and demonstrate resilience when things don't go exactly to plan
- Demonstrate a strong understanding of a local government environment

Our Culture

For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to display our **TeamWigan** behaviours.

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| Be Positive | “ Take pride in all that you do and support and develop yourself and others. ” |
| Be Accountable | “ Be responsible for making things better, enabling change and supporting improvement. ” |
| Be Courageous | “ Be open to doing things differently and working collaboratively with others. ” |
| Be Kind | “ Be helpful, generous and thoughtful towards yourself and others. ” |