PUBLIC ENGAGEMENT AND OUTREACH EVALUATOR BRIEF

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1. SUMMARY

We are seeking a freelance Evaluator to work closely with the Royal Observatory Greenwich and a freelance Project Manager to support the evaluation of the development and implementation of an innovative interactive educational platform to be piloted in school classrooms.

Applicants for this role should have:

* Demonstrable experience as an evaluator on STEM based public engagement and/or outreach projects
* A good understanding of research impact
* Understanding of quantitative and qualitative approaches to evaluation
* Experience of evaluating projects involving a range of age groups; children and young people, parents, teachers, advisory board members and more
* Experience of working with multiple stakeholders, including STEM practitioners and educators, teachers, young people and the general public
* Excellent written and oral communication skills
* Excellent record keeping

2. CONTEXT

The ROG is partnering with an international entertainment and media enterprise to develop an exciting, interactive resource to support school pupils to engage with the concept of astronomy and space science. The project will involve gamification of STEM subjects based on the national curriculum to provide teachers with a flexible classroom resource to enhance lesson plans in the following ways:

* Develop new ways to reach young people from all backgrounds, that are modern and relevant to the technologies they are accustomed to, their values and social environments
* Encourage young people to pursue STEM education by using the exciting and inspiring context of space
* Increase the prevalence of regular, long-standing interventions and projects in the UK that will make a lasting impact on the choices of young people
* Inspire, support, engage and encourage students throughout their academic and social journeys into the world of work
* Sustain students through periods where they may otherwise be unsupported and lose focus and interest in STEM

3. THE PROJECT AND EVALUATOR BRIEF

The Royal Observatory Greenwich (ROG) will work in collaboration with an international entertainment and media enterprise to provide scientific accuracy on the subject of astronomy that specifically relates to how the national curriculum can be incorporated to an interactive classroom based activity.

The Evaluator will specifically support the Project Manager and Senior Project Lead to;

* Refine the intended project aims and outcomes to be captured
* Support the involvement of an advisory panel in the development of project content through to its completion
* Support integration of evaluation throughout the project, and share learnings with the project team throughout to develop practice
* Develop and implement appropriate strategies and quantitative or qualitative methodologies to capture the impact of planned activities
* Advise on or set up systems to monitor outputs and reach
* Implement a data acquisition, management and analysis plan thorough the duration of the project
* Periodically monitor the progress of the project and advise on next steps
* Engage the wider public with the aims of the research project
* Facilitate post-event and post-project wash up meetings and reflections for public facing activities to improve future work in this area
* Complete a final evaluation report to summarise findings and impacts of the project, incorporating insights gleaned from interaction with the public into ongoing outreach work with these and wider audiences

Other notes: The proposed activities above are indicative of what is anticipated, but these are subject to refinement with the Senior Project Lead as the project progresses

4. BUDGET + SCHEDULE OF WORKS

Evaluator Fee: Fixed fee budget of £7000 including expenses

Delivery period: April 2024 – Jan 2025

Expected working pattern: Flexible working throughout the project period, with more intense working around key milestones. Most of the work will be undertaken remotely, although the Evaluator will be expected to meet with the team and audiences when necessary either via Teams or in person.

5. SELECTION PROCESS

Proposals will be reviewed by the ROG and RMG Development Teams.

Shortlisted candidates may be invited for a brief online interview to discuss their interest and suitability for the role w/c 22nd April 2024.

6. HOW TO APPLY

Please send the following to Jessica Sells – jsells@rmg.co.uk

By 17:00 on Wednesday 17th April 2024

* A brief cover letter, outlining your interest, suitability for the role and outline of your proposed approach (max. 2 sides A4). We are flexible in terms of approach and welcome innovative ideas
* CV (max. 2 sides A4)
* Portfolio addendum (max. 2 sides A4)
* Names and contact details for two references

7. QUESTIONS

If you have any questions about this brief, please get in touch with jsells@rmg.co.uk