

Sunderland Museum and Winter Gardens – Virtual Workplace Tour Resource

Overview of the tour

Sunderland Museum and Winter Gardens is part of Sunderland Culture, an organisation which brings together several arts, culture and heritage venues in Sunderland as well as running programmes and events across the city. Using the 360-workplace tour of Sunderland Museum and Winter Gardens you will be able to explore all four floors of the Museum and the different exhibitions that are housed there, discover the tropical plants in the Winter Garden, and explore Mowbray Park. Throughout the tour you will meet employees from different teams at the Museum allowing you to find out more about the varied roles available in the cultural sector, the different career pathways employees have taken as well as the skills and qualifications you might need to work in the sector.

Who will you meet?

Trina Murphy – Service Manager for Heritage, Museums and Arts: Welcome to Sunderland Museum

Kim Franchino – Museum Services Assistant: Gift Shop 1

Rebecca Ball – Creative Director: Sunderland Pottery 2

Jennie Lambert – Public Engagement and Learning Manager: Secrets of the Past

Eddie Campbell – Senior Environmental Services Technician: Welcome to the Winter Garden

Helen Connify – Capacity Building Manger: Twentieth Century 2

Mahnur Roushan – Creative Digital Producer: Launched on Wearside 1

Your task

To test your knowledge of Sunderland Museum and Winter Gardens, use the 360-workplace tour and encounters with employees to answer the following questions.

You will find all of the answers by listening to each of the employees throughout the workplace.



Trina Murphy – Service Manager for Heritage, Museums and Arts: Welcome to Sunderland Museum

Q. What is Trina responsible for in her role as Service Manager?

Q. What policies and procedures should staff follow to ensure the service is delivered appropriately?

Kim Franchino – Museum Services Assistant: Gift Shop 1

Q. What are Kim's day-to-day tasks?

Q. Which team is Kim part of and which other teams does she regularly work with?

Rebecca Ball – Creative Director: Sunderland Pottery 2

Q. Which other arts and cultural venues are part of Sunderland Culture?

Q. What does Rebecca's role as Chief Executive involve?

Q. What type of job roles are available with Sunderland Culture and what are the skills and qualifications needed?



Jennie Lambert – Public Engagement and Learning Manager: Secrets of the Past

Q. What was Jennie's career journey?

Q. Which team of people does Jennie manage in her role?

Q. What skills are most important for Jennie to be successful in her role?

Q. How does Jennie use maths and English in her role?

Eddie Campbell – Senior Environmental Services Technician: Welcome to the Winter Garden

Q. What training courses has Eddie completed during his time at Sunderland City Council?

Q. What does a typical working day involve for Eddie working in the Winter Garden?



Helen Connify – Capacity Building Manager: Twentieth Century 2

Q. What is Audience Development and why is it important to the Cultural sector?

Q. What was Helen's career journey?

Q. There are no specific qualifications needed for Helen's role but what types of qualifications and experience could be beneficial?

Mahnur Roushan - Creative Digital Producer: Launched on Wearside 1

Q. What previous roles has Mahnur worked in?

Q. Alongside her current role, what voluntary position does Mahnur hold?

Q. What does a Creative Digital Producer do?

Q. How are maths and English important for the role of Creative Digital Producer?

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Answer sheet

Trina Murphy – Service Manager for Heritage, Museums and Arts: Welcome to Sunderland Museum

Q. What is Trina responsible for in her role as Service Manager?

A. As the Service Manager for Heritage, Museums and Arts, Trina is responsible for the overall museums service and the Front of House team.

Q. What policies and procedures should staff follow to ensure the service is delivered appropriately?

A. Staff should follow the Code of conduct as well as providing good customer care and ensuring a professional environment.

Kim Franchino - Museum Services Assistant: Gift Shop 1

Q. What are Kim's day-to-day tasks?

A. As part of her day-to-day role Kim undertakes tasks such as: welcoming visitors to the museum; working in the shop – putting out stock, pricing items, keeping the area clean and tidy, invigilating in the exhibition galleries; working on reception – answering telephone calls and emails, speaking with customers, working on the online shop and tannoy announcements.

Q. Which team is Kim part of and which other teams does she regularly work with?

A. Kim works as part of the Front of House team and regularly works with Curatorial, Education and Garden staff teams.

Rebecca Ball - Chief Executive: Sunderland Pottery 2

Q. Which other arts and cultural venues are part of Sunderland Culture?

A. Sunderland Culture also includes the National Glass Centre, Northern Gallery for Contemporary Art, The Fire Station, Art Centre Washington as well as other projects across the city.

Q. What does Rebecca's role as Chief Executive involve?

A. Rebecca works with curators, programmers and producers who create the exhibitions, put on performances and create education and family activities.

Q. What type of job roles are available with Sunderland Culture and what are the skills and qualifications needed?

A. There are a wide range of roles across the service that require people with lots of different skills – finance, marketing, project management, education, curators, and programmers. Sunderland Culture also require people with a range of qualifications – some employees join as graduates with a degree such as art or history, some come from school or college with A Levels or other qualifications.

Jennie Lambert - Public Engagement and Learning Manager: Secrets of the Past

Q. What was Jennie's career journey?

A. Jennie studied agriculture and environmental science at university, this led to a role in the environment department at Sunderland City Council. She then volunteered with the education team at Wildfowl and Wetlands Trust to gain some experience. She moved to a role as Assistant Learning Officer at Sunderland Museum and Winter Gardens and has built the rest of her career in museums.

Q. Which team of people does Jennie manage in her role?

A. In her role as Public Engagement and Learning Manager Jennie is responsible for a small team of learning staff and volunteers to engage with different audiences, the exhibitions, and the collections to bring a range of community voices to exhibitions and their interpretation.

Q. What skills are most important for Jennie to be successful in her role?

A. Skills important for Jennie's role include: communication – both written and verbal, social skills to be able to work with a wide range of people, organisational skills to manage her time effectively, leadership skills and ICT/digital skills.

Q. How does Jennie use maths and English in her role?

A. Maths is used every day for managing budgets and planning resources for projects and managing time effectively. English skills such as reading, writing, speaking and listening are all important for Jennie's role. She has been able to develop these skills through her role e.g. public speaking and writing reports.

Eddie Campbell - Senior Environmental Services Technician: Welcome to the Winter Garden

Q. What training courses has Eddie completed during his time at Sunderland City Council?

A. During his time at Sunderland City Council Eddie has completed courses in tractor driving, using chainsaws, safe use of pesticides, turf management course and IT training, which have all helped him to develop the skills needed in his current role.

Q. What does a typical working day involve for Eddie working in the Winter Garden?

A. As part of his day-to-day role, Eddie undertakes tasks such as: tending to the plants, feeding the fish, looking after the Koi pond and water systems, maintaining the plant rooms that supply the water features, spraying plants and treating them for pests and diseases, giving gardening advice to members of the public, coordinating educational visits for school groups, and working in Mowbray Park to maintain the gardens there.

Helen Connify - Capacity Building Manager: Twentieth Century 2

Q. What is Audience Development and why is it important to the Cultural sector?

A. Audience development is finding out who lives in the local area and how they can benefit from taking part in activities with Sunderland Culture. As well as finding out who already takes part in activities, who doesn't and why not. This information can then be used to develop marketing, communications, PR, advertising, learning and engagement activities.

Q. What was Helen's career journey?

A. Helen's career journey includes gaining a university degree in Photography, Video and Digital Imaging, she then did some volunteering work at the Northern Gallery of Contemporary Art. After this she progressed to a paid role as a Gallery Assistant, then got a role with a-n The Artists Information Company where she learnt more about marketing and audience development and gained some further qualifications with the Chartered Institute of Marketing. Helen then worked at the History Channel, BBC Learning and Seven Stories before starting to work for Sunderland Museum and Winter Garden in 2013.

Q. There are no specific qualifications needed for Helen's role but what types of qualifications and experience could be beneficial?

A. Qualifications and experience that could be beneficial include: a marketing qualification, experience in web development and Search Engine Optimisation as well as relevant volunteer experience in the sector.

Mahnur Roushan - Creative Digital Producer: Launched on Wearside 1

Q. What previous roles has Mahnur worked in?

A. Mahnur has previously worked as a Quality Assurance Officer at a bank in Dubai. She has volunteered with Young Asian Voices and later had roles such as a Communications Officer and Quality Assurance Officer. She has also worked as Admin and Support Staff at Show Racism the Red Card and as a Project Support Officer at Voluntary Community Action Sunderland.

Q. Alongside her current role, what voluntary position does Mahnur hold?

A. Alongside her current role Mahnur is also a Trustee with WWIN – Wearside Women in Need.

Q. What does a Creative Digital Producer do?

A. A Creative Digital Producer develops and delivers new creative digital content around the exhibitions and creative learning projects across all Sunderland Culture venues as well as communities across the city. This enhances the digital strategy and audience engagement through developing new ways of digital engagement that suit a range of audiences.

Q. How are maths and English important for the role of Creative Digital Producer?

A. Maths is important in the development of problem-solving skills, digital designing, programming and coding, time management, statistics and data analysis.

English skills such as reading, writing speaking and listening are all important for communication. As well as being able to translate digital data and numbers, writing reports, writing for a range of audiences.