



DIGITAL CREATIVE DIRECTOR AND DEVELOPER

Development Phase Tender Brief

Project Title: Saving Grada for the Community

**Tender Opportunity made possible through
Development Phase Funding
From The National Lottery Heritage Fund**

JOB DESCRIPTION

Grade Church is a small building dating back to the 13th Century for which a complete restoration is planned. It is in a remote location and treasured by the local community. To increase Inclusion, Access and Participation a considerable development and expansion of our digital presence is planned.

Terms:

- 300 hours, flexible over approx 12 months as required, may include some evening/weekend work
- Average of £50 per hour to cover intermediate and advanced level work
- Working from home, driving license or ability to visit church and other locations as required to fulfil the job description

Please note that funding is only available for 150 hours in the Development Phase and there is no guarantee that work in the Delivery Phase of the Project – a further 150 hours – will be available.

Job Purpose:

- Oversee, develop and extend our existing website to follow our digital presence plan





- Record the restoration
- Develop an App accessible via a QR code and URL
- Obtain a domain for the App to reside within and set up base elements
- Extensive 3D scanning of the church and churchyard to be used by the App
- Create a Wayfinder to various parts of the church and grounds with direct links to the 3D scan through the App
- Creation of direct links between the 3D scan and historic facts, timeline of events, consequences on the church etc. accessible through the App
- Design and develop the functionality of the interactive grave finder App
- Listing of graves and details linking them to the 3D scan through the App, development of an interface to update information
- Liaison with Co-Ordinator to expand on data held of those buried in the church
- Increase inclusion strategies by using Image Titles, Alt Tag Descriptions and Subtitles etc.
- Creation of interactive trails, quizzes and simple games to encourage children's interest in the church, its history, architecture and surroundings
- Create a "Nature at the Church" section on the website with wild animal and plant life illustrated and linked to a 3D scan
- Link any wildlife camera footage to the website for access through the website and App
- Create a play list appropriate for the church on SoundCloud and create a QR code sign for the church and links in the website and app

Other Duties:

- Willingness to assist with Analogue Restoration record PDF and printed booklet (separate fee)
- Interim progression updates PDF and printed flyers
- Photography
- 3D scanning
- Signage and information flyers for open day events
- Make site visits as required



Preferred Skills and Experience

- Graphic design
- Web development
- App development

Knowledge of Software:

- Adobe Photoshop
- Adobe InDesign
- Adobe Premier
- Elementor
- WordPress
- Pods
- Matterport

Compliance with the Heritage Fund's digital requirements

- Facilitate compliance with all the licensing requirements and assist in granting the Heritage Fund a non-exclusive, royalty free licence to use, copy, keep and disseminate the Digital Outputs as they see fit and to grant sub-licences of the same kind for the Term of the Grant Contract
- Apply a Creative Commons Attribution 4.0 International (CC BY 4.0) Open Licence or equivalent, to all grant funded Digital Outputs, with the exception of code and metadata, and not including public domain assets or non-original digital reproductions of public domain assets
- Clearly identify and apply Creative Commons 0 1.0 Universal (CC0 1.0) Public Domain Dedication, or equivalent to code and metadata created in the course of the project; and Public domain assets or non-original digital reproductions of public domain assets
- Obtain and maintain in force all authorisations of any kind required to apply the relevant Open Licence or Public Domain Dedication (CC BY 4.0 or CC0 1.0)



- Ensure that any creation of material which forms Digital Outputs is undertaken on terms that either the copyright in the digital material is assigned so that the copyright owner agrees that material may be shared under a CC BY 4.0 Open Licence, or equivalent
- Ensure that the Digital Outputs are kept up-to-date, function as intended and do not become obsolete before the twentieth anniversary of the Project Completion Date
- Ensure Digital Outputs are not released on any other terms without the prior written consent of the Heritage Fund
- Ensure websites and website content meet at least W3C Double A accessibility standard
- Provide the Heritage Fund with the web address or addresses (URL/s) of the site or sites that will host your Digital Outputs for the specified length of time, and update these if materials are relocated. For projects where materials are located across a range of sites, the URL of an online index page is required

Submission Details

Please submit a final Tender to Brian Jenkins at the email address below. Any queries prior to submission may also be made using this point of contact.

friendsofstruanandstgrade@gmail.com