



CULTURE, HERITAGE & ARTS ASSEMBLY.

ARGYLL & ISLES



JOB DESCRIPTION

JOB TITLE: Digital Marketing Modern Apprentice (Heritage Horizons)

DEPARTMENT: Marketing and Communications (CHARTS)

LINE MANAGER: Communications Coordinator
Culture, Heritage and Arts Assembly (CHARTS)

SALARY: National Living Wage

See link: <https://young.scot/get-informed/national/national-minimum-wage>

DURATION: 1 Year, Part-Time (2.5 days weekly)

APPLICATION CLOSING DATE: 5pm, 2nd August 2021

SUMMARY OF POSITION

This is an opportunity to contribute to the work of an exciting project partnership between the Culture Heritage and Arts Assembly, Argyll and Isles (CHARTS) and the Argyll and Bute Museums and Heritage Forum. This partnership project known as Heritage Horizons, is funded by the ScottishPower Foundation.

The successful candidate will be managed by CHARTS to contribute to a busy project team, learn valuable vocational marketing skills and earn a SCQF level 6 in Digital Marketing. The modules for the apprenticeship will be supported by the Communications line manager at CHARTS and overseen by Museums Galleries Scotland.

The Digital Marketing Modern Apprentice will learn about the heritage sector market by working on the Heritage Horizons project. This will include to highlight the achievements of young people undertaking heritage placements and learning how to engage with project stakeholders throughout Argyll and Isles, particularly through digital channels. You will learn how to work as a team to develop and deliver a marketing strategy and build and maintain a distinct online presence.

The Digital Marketing Modern Apprentice will support digital communications and marketing activity for the Heritage Horizons project and will be a key contributor to this project which actively encourages young people to be inspired by and engage with museum and heritage venues.

You will bring enthusiasm and an interest in digital communications channels. Effective communication skills are essential as well as good administrative and organisational skills. Candidates will benefit from having good attention to detail and the ability to react to new opportunities and take initiative makes up a large part of the job.

OVERVIEW OF RESPONSIBILITIES

- Working as part of a team on delivery of digital marketing and communication activity to engage and promote the interests of young people in Heritage Horizons
- Being the main project 'voice' for young people; help develop a short strategy to raise awareness of the project
- Help develop a digital campaign for project events
- Creating engaging written and visual content for website, e-newsletters, blogs and social media as required
- Creating, editing, and subtitling video content for website and social media
- Sourcing information from across the organisation and staff team to ensure project information is accurate and remains timely
- Coordinate and source information to contribute to development of the CHARTS and ABMHF websites
- Gather information to help evaluate success of the project
- Other business administration duties relevant to the role

The above-mentioned tasks and responsibilities constitute an overview and not an exhaustive list. Workload and priorities are ultimately determined by project development.

RELATIONSHIPS

- Build and nurture effective working relationships
- Use remote working tools to collaborate with colleagues

- Proactive attitude to seek new knowledge, identify and seize upon learning opportunities
- Collaborate with other staff to support and deliver the Heritage Horizons project
- Work fairly and with integrity and adapt style to different people, cultures and situations

WORK LOCATION

This work will be mostly based at home but may also require occasional visits to project events across Argyll and Isles, Covid-19 public health advice permitting. In the event of travel being required, an expenses budget will be provided.

OTHER INFORMATION

Please see:

Your Rights : <https://young.scot/get-informed/national/your-rights-as-an-apprentice>

Your Salary: <https://young.scot/get-informed/national/national-minimum-wage>

About CHARTS: <https://www.chartsargyllandisles.org/about/>

CHARTS Facebook: <https://www.facebook.com/CHARTSArgyllandIsles/>

About the Argyll and Bute Museums and Heritage Forum:
<http://www.argyllheritage.org.uk/>

About Heritage Horizons: <https://www.chartsargyllandisles.org/showcase/>

PERSON SPECIFICATION

EDUCATION

- Preferred - Nat 4 in English or equivalent or equivalent experience

EXPERIENCE AND SKILLS

Essential:

- Knowledge of Argyll and Bute
- Strong interest in digital communications / marketing
- Ability to demonstrate digital skills relevant to a modern workplace environment
- Keen interest in heritage and the wider cultural sector
- Strong communication skills including excellent written communication
- Pro-active attitude to learning and development
- Critical thinking and problem solving
- Self-motivated, conscientious, positive attitude and self confidence
- Ability to set and work to deadlines
- Organisational/administrative skills, attention to detail
- Experience of using Microsoft Office and a variety of digital tools and systems

Preferred but not essential:

- Workplace or volunteering experience
- Knowledge of marketing within the Arts/Cultural/Heritage sector or other sectors
- Understanding and/or knowledge of heritage venues or/and projects in Argyll and Bute

HOW YOU WORK

How people go about their work day-to-day is also important to us. Staff must demonstrate the following skills areas at an appropriate level:

- Works well both independently and collaboratively with team
- Communicates with impact
- Respects inclusion and works with integrity
- Drives for results
- Shows imagination and creativity

In particular this role requires someone who works well in a team, conveys energy and enthusiasm about their work, plans work effectively, readily contributes ideas and seeks out opportunities to develop their own skills.