

The position is for a **Marketing and Communications Assistant, at Glenesk Folk Museum, for 25 hours a week at £9.50 p/h**. You can apply for the position by asking your job centre work coach about this and they can refer you. **Closing date is end of the month.**

It is a great chance to learn and develop and the person will be supported by the organisation and the national development body for Museums and Galleries in Scotland. They will also receive tailored CPD opportunities based on their career goals.

**Marketing and Communications Assistant
Glenesk Folk Museum
25hrs pw
£9.50 ph**

The main remit of this support person is to aid the recovery and re-opening of the Museum by improving the Museum's ability to engage its local, national and international communities. The Marketing and Communications Assistant would advance the marketing plans by creating relevant content supporting the Museum's collections, exhibitions, events and activities.

By using a range of media platforms, including social media and effective marketing through e-communications, the Marketing and Communications Assistant will help support the Museum's aims, aspirations and programme of events for a wider audience. This will include the development of a Friends scheme for the Museum thereby attracting and supporting interest from a wide local, national and international community.

The development of marketing for the museum is of major importance to support the development of the Museum by highlighting how the Museum could be used by the local community and by business companies.

The development and production of regular updates on the Museum and its collections primarily by electronic means is a necessary method of advertising and promoting its current and future projects. By having a dedicated person tasked with communication and marketing support, the remaining volunteers and trustees would be able to concentrate on other aspects of the Museum's recovery and plans. The growth and development of the Museum will rely on attracting support from dynamic individuals who can assist with the promotion of collections and planned activities.

The young person will have an opportunity to make use of their existing IT and social media skills within a supportive environment. The assistant will benefit from a meaningful introduction to the world of work which will develop trust, understanding and responsibility as well as the ability to work using their own initiative along with an degree of autonomy as they will find it necessary to work and communicate remotely at times. As a result their communication skills will need to develop accordingly to ensure that their work meets the required criteria of the task(s).

This placement would enhance the young person's future employability opportunities and CV by providing them with an opportunity to work in a small, rural organisation thereby widening their employment experience.

Requirements

The communication assistant will need a high degree of practical knowledge and understanding of using IT and social media as a means of effective communication. A suitable qualification in IT / social media communication would be advantageous. The ability to work remotely would be necessary. The ability to be able to work on their own initiative and to communicate with the support person(s) as and when necessary is essential. A driving licence would be preferred but not essential.

Employee Support

The aims of this placement is to provide an opportunity for a young person to further enhance their experience in a professional setting, developing their career through using their acquired skills in a practical, interesting and meaningful way.

The Museum would support the individual with the necessary equipment and services needed to fulfil their work.

It would offer transport costs to allow site visits as and when necessary to allow him/her to have a full understanding of the museum within its rural location.

The Museum will invest in the digital assets the museum currently has to enhance the experience and opportunities for the young person to make full use of the communication platforms. E.g. digital advertising on social media, interrogating and developing the database, exploring new digital engagement opportunities such as Crowdfunding.

It will provide support and mentoring for the role where necessary by dedicated persons. The Museum will seek to access to any online training / development for the role. Museums Galleries Scotland will provide an employment advisor to do 121 employability support throughout the placement.