

JOB DESCRIPTION

Role: Marketing Assistant
Hours: 25 per week
Duration: Six months
Pay: National Minimum Wage for your age group:

21yrs to 24yrs £8.20 an hour - £205 per week
18yrs to 20yrs £6.45 an hour - £161 per week
18yrs and under is £4.55 an hour - £114 per week



Placement start date(s): Nov/Dec 2021

What does the role involve?

To assist with the development of our brand, assist with a focused marketing strategy, work with volunteers to produce a newsletter, create and send out relevant marketing materials for events, assist with the development and implementation of our member and friends schemes, identify and build relationships with our target market, take the lead on our social media and help develop an online voice for DHT, identify key goals for the website and work with a designer to improve our website.

What will I learn?

How marketing in a small local museum works
How to engage different audiences through varied marketing media
How to develop and implement a marketing strategy in a heritage organisation
How to use social media and websites as a tool for marketing

What is the organisation like?

Dacorum Heritage is an accredited museum holding collections relating to the history of the borough from Neolithic to the 21st Century. We do not have public galleries so we operate from the Museum store and engage with our audiences through outreach projects. We are based in a converted fire station in Berkhamsted. The trust is run by a board of directors and we have a small, friendly team of staff and volunteers that work to care for the collections and deliver audience engagement projects.

PERSON SPECIFICATION

Who are we looking for?

You should have:

- good academic grades with a minimum of GCSE grades A-C in Maths and English or equivalent
- an interest in museums, heritage and the arts
- a good understanding of social media and ideally the associated analytic tools
- excellent creativity
- great attention to detail and accuracy
- be able to take initiative to work alone and in teams
- excellent IT skills
- good research and writing skills
- good administrative skills
- good organisational and time management skills
- outstanding communication and interpersonal skills
- a methodical approach to work

- a keenness to develop new skills
- the ability and physical fitness to lift and carry within published health and safety guidelines in manual handling

Am I eligible?

To apply for this post, you **must** be:

- **aged between 16 and 24 years old**
- **registered with the Job Centre**
- **in receipt of universal credit**

For more information please contact ninaglencross@dacorumheritage.org.uk

You will need a referral from your job centre to apply for this role so if you are interested in applying please speak to your work coach and request a referral before submitting your application.

Applications should also be sent to ninaglencross@dacorumheritage.org.uk