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## TRAINEE ROLE DESCRIPTION AND PERSON SPECIFICATION

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<b>Job Title</b>	Skills for the Future Trainee – <b>Marketing and Communications</b>
<b>Reports to</b>	Marketing Officer
<b>Contact with</b>	Museum team, external partners, visitors, schools
<b>Pay</b>	Bursary - £14,400 per annum
<b>Term</b>	12 month Training Programme

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### The Museum of East Anglian Life

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With 17 historic buildings set in 75 acres of beautiful countryside, the Museum of East Anglian Life is a leading regional visitor attraction and the largest independent museum in Suffolk. The museum is a charity and a social and cultural enterprise supporting the community. We care for over 40,000 objects – once the everyday items of East Anglian life. Our collection has a particular focus on the production of food and social history relating to it, reflective of the region’s strong agricultural character.

We aim to enrich people’s lives, encouraging enjoyment, learning and participation through our public programme, training and volunteering schemes. We hold events throughout the year, family activities during the holidays, a programme for schools and community-focused initiatives. We are a space for people to be active, learn new things, look at the world differently, make friends and give something back.

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### Purpose of Training

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To develop skills in a specified area of museum practice alongside training in core heritage-based knowledge and practical skills. To accredit your learning by completing a Level 3 Diploma in Cultural Heritage.

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### Principal Accountabilities for Meeting Trainee Agreement

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- 1) To actively participate in regular training sessions as one of a group of trainees.
- 2) To attend meetings with your Supervisor, Mentor and the Skills for the Future Project Officer as required.
- 3) To complete all required documentation for the training qualification (Cultural Heritage QCF Level 3)
- 4) To assist in the creation and implementation of the museum’s marketing activities including:
  - Identify and engage with existing and new target audiences or communities.
  - Creation and distribution of print materials.
  - Website maintenance and delivery of engaging content.
  - Digital communications and social media.
  - Writing accurate, imaginative content.
  - Promote and sell services and goods such as tickets, corporate hospitality, room hire, etc.

- Represent the museum at meetings and events as well as through written media, and engaging with internal and external stakeholders.
  - Work alongside and support museum staff and volunteers.
  - Understand and adhere to the principles of customer service.
- 5) To help coordinate a Partner Day hosted within your museum for project partners
  - 6) To take a pro-active approach to your own professional development by joining groups and networking through social media and at events.
  - 7) To develop core-heritage skills by learning about and assisting with a wide range of museum activity to gain an insight into museum management which may include collections documentation, event management, retail, learning activities and assisting on our estate.
  - 8) To support the museum to connect with its local community by contributing to the activity programme and taking a leading role in a community event.
  - 9) To carry out any other tasks related to your training or any other reasonable duties as required.

This role information cannot be all encompassing. It is inevitable over time that the emphasis of the role will change without changing the general character of the role or the level of duties and responsibilities entailed. This information may be periodically reviewed, revised and updated in consultation with the role holder to reflect appropriate changes.

Staff, volunteers and trainees must be aware of and abide by the museum's policies, working in such a manner as to ensure their own safety and the safety of others – including members of the public – and report to their supervisor any hazards, dangerous occurrences or dangerous equipment they see, and any accident they are involved in or that they witness.

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**The following skills apply particularly to this role:**

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Skill groups	Essential Skills	Desirable Skills
	We expect you to have:	We also hope that you have:
<i>Role-specific technical skills</i>	<ul style="list-style-type: none"> <li>• A passion and enthusiasm for providing fun experiences for the public</li> <li>• Experience of working effectively as part of a team</li> <li>• Curiosity about museums and the stories they can tell</li> <li>• Openness to new experiences and keen to learn</li> <li>• Excellent communication skills both written and verbal</li> <li>• Creativity</li> <li>• Willingness to undertake a Level 3 Diploma</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working with a wide-range of people</li> </ul>
<i>Impact and influence</i>	<ul style="list-style-type: none"> <li>• Be able to build and use relationships inside and outside the organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Confidence to put forward new ideas</li> </ul>

<i>Project Management</i>	<ul style="list-style-type: none"> <li>• Ability to meet deadlines</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working to a budget</li> </ul>
<i>Administration</i>	<ul style="list-style-type: none"> <li>• Be methodical and organised</li> <li>• Be able to plan, monitor and prioritise</li> <li>• Be logical</li> <li>• Have attention to detail and accuracy</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent skills in time-management</li> </ul>

**The following qualifications apply:**

GCSE in English at Grade C or above, or equivalent.

**The following IT skills apply:**

We expect you to have experience in using:	We also hope that you have:
<ul style="list-style-type: none"> <li>• Microsoft Word</li> <li>• Social media channels</li> </ul>	<ul style="list-style-type: none"> <li>• Experience using Microsoft Excel</li> <li>• Experience of using Microsoft Outlook</li> </ul>

**The following are any physical or special attributes that apply to this role:**

We expect you to be able to:	We also hope that you are able to:
<ul style="list-style-type: none"> <li>• Attend evening meetings/external meetings as required</li> <li>• Be able to undertake tasks during unsocial hours as required, including regular weekend hours</li> <li>• Travel to partner museums regularly</li> <li>• Commit to a full-time trainee placement</li> </ul>	

**Key competencies**

1.	Is effective and efficient: Takes responsibility for managing own work; focuses energy on getting the job done. Makes and implements decisions using resources in a cost-effective and timely way. Thinks ahead, prioritises, delegates and is flexible to overcome difficulties. Manages expectations and does not create dependency.
2.	Is collaborative: Excellent team-working skills with colleagues, volunteers and external organisations. Does what is best for the team, building common ground. Shares knowledge and is measured in presenting information and own ideas. Builds on other's diverse expertise and contributions.
3.	Communicates clearly: Firm, precise and assertive – especially when dealing with difficult issues – with excellent probing skills to elicit information. Uses different presentation styles to engage others.
4.	Is sensitive: Listens and is sensitive to others' views. Invites others to speak. Respects people's diverse needs. Treats everyone fairly, keeping in mind job and museum priorities.
5.	Is positive: Is enthusiastic about museums and their role in society; is supportive of the museum and its mission. Maintains a professional demeanour in public. Takes own and others' professional development seriously.



Colchester + Ipswich  
Museums

**MUSEUM OF  
EAST ANGLIAN  
LIFE**



**PALACE HOUSE**  
National Heritage Centre for  
Horse Racing & Sporting Art  
NEWMARKET

