

## Colchester & Ipswich Museums

### Retail, Marketing & Fundraising Trainee Role

Direct work experience in Retail is not necessary, but a natural curiosity, a creative mind, being self-motivated, methodical and organised will help you to get the most from the experiences on offer. We are looking for someone good with people, and ideally with some customer service experience, as well as someone willing to take on and really have a go at tasks that are new to them.

Below are some of the questions you might be exploring, as a Retail, Marketing and Fundraising Trainee at Colchester and Ipswich Museums.

- Where could we advertise to reach new visitors and expand audience diversity?
- What fun activity could we run at an outdoor event, to promote visiting museums?
- Where could we apply for funding that supports research into museum collections?
- How could I persuade paying customers to also book a tour and to buy a Guidebook?
- Who are our target visitors for each venue? How can we attract them via social media?

In return, you will benefit from a year full of variety, fun and challenge as you learn about many different aspects of museums, focusing on how to sell, promote and deliver great experiences for all our visitors. Through a mixture of supported learning and on the job experience, you will attain a qualification in Marketing and Fundraising by applying promotional, selling and profile-raising techniques in a cultural setting, while being introduced to technical and strategic retail skills. On top of this, you will get to work in bona fide Castle as well as visiting and learning from other museums.

**Skills and experiences, you will cover in this exciting role include, but are not limited to: -**

- Delivering work in a professional team · Teamworking to achieve project aims
- Managing workloads and timescales · Applying learning to improve success
- Ensuring excellent customer experience · Knowing and attracting a customer base
- Strategic marketing, media and messages · Budget management, finance and buying

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:

- Microsoft Word
- Interest in social media

We also hope that you have:

- Experience using Microsoft Excel
- Experience of using Microsoft Outlook

**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: