



## HERITAGE INTERPRETATION/MARKETING AND EVENTS/TOURISM TRAINEESHIP RECRUITMENT PACK

**Provan Hall Community Management Trust** is welcoming applications for three trainees to work with us at Provan Hall, to help us create an exciting tourist and visitor destination in Easterhouse.

### **About Provan Hall**

Provan Hall is an A listed medieval building located in Auchinlea Park, which sits at the heart of Easterhouse. The building has recently reopened after a £2m restoration, offering a new hub for heritage learning and engagement, and as a visitor gateway to the Seven Lochs Wetland Park.

Following its restoration, Provan Hall is now managed and operated by the Provan Hall Community Management Trust. The aim of the Trust is to use the building renovation as a catalyst to engage and inspire local people and visitors in Easterhouse's heritage by providing opportunities that connect local, and especially young, people to the past and inspire further learning and activity.

### **About the role**

This is a 6 month part time role, due to begin in June 2024 and funded by the National Lottery Heritage Fund. We welcome applications from people not currently in paid employment from ages 18+. We will work with you to design a work plan complete with training and guidance to reach your personal and professional development goals. No formal qualifications are essential but please read the person specification for each role carefully. A hybrid of working from home and onsite at Provan Hall is available but the frequency will depend on the role, tasks and projects assigned and we will plan a schedule with you to suit the role and your goals.

### **Heritage Interpretation:**

This role will explore a range of areas in the sector including education, visitor studies, exhibition design and community engagement for the trainee to develop well rounded knowledge on how to create effective and successful heritage interpretation in historic buildings. After initial induction to these areas with various tasks, the trainee can focus on a specific area of their choice.

### Tasks will include:

- Conducting visitor surveys, feedback sessions and behavioural mapping
- Assisting in running school workshops and/or tours for general public
- Assisting in the design of interpretation panels for exhibitions
- Installing exhibitions and assisting on the design of the exhibitions, focussing on heritage interpretation
- Running outreach workshops at different venues, schools and community festivals

### Person Specification:

- Confident in communicating in spoken and written English
- Have an eye for detail
- Enjoy working with people of all ages and abilities
- Interest in working in visitor attractions
- Interest in learning more about the history of Provan Hall and medieval Glasgow
- Happy to be flexible working independently and as part of a team
- Good time management and can work to deadlines
- Hands on, happy to get involved in manual handling and supervising others while handling museum objects (training will be given).



This role is suitable for someone who is interested in working in customer services, visitor attractions, museums, tourism or education in schools or community settings. This will require an acceptable membership of Disclosure Scotland PVG.

### **Marketing and events:**

This role will explore the importance of communications and marketing and how it affects all operations of running a venue attraction. The trainee will develop a knowledge and understanding of PR and marketing as well as liaising with various members of staff and departments and where marketing fits in within the scope of the organisation.

Tasks will include:

Preparing branded communications documents, files etc., to be ready and available for use and distribution.

Content creation for website and social media channels.

Assisting with liaising with business and community stakeholders (hirers which include event companies, film production companies, private individuals, visitors etc.).

Setting up of event spaces, assisting in the running of events and clear up of events

Designing marketing materials for events and fundraisers.

Research and development in the event market

Person Specification:

Confidence in speaking and writing in English

An eye for detail

Creative flair

Confident in using IT systems such as Microsoft Office and social media outlets.

Interest in developing a knowledge of the behind the scenes workings of events and festivals.

Can work independently, with good time management for working to deadlines

Can balance using your own initiative yet knowing when to ask for help.

This role is suitable for someone interested in pursuing a career in tourism, events or marketing.

### **Tourism**

This role will explore all the features of running a tourist visitor attraction. From venue operations, merchandise to events. This role will offer a breadth of knowledge and experience, preparing trainees for managing visitor, heritage, arts and cultural attractions for future careers.

Tasks can include (this is not exhaustive):

Evaluating visitor access – identifying issues and resolutions to allow people from all walks of life to access and enjoy their experience at Provan Hall

Working with volunteers – assisting with scheduling volunteer tour guide timetables.

Marketing – seeking out opportunities and proposing new marketing strategies to attract national and international visitors

Events – managing bookings and organising community and commercial events

Merchandise – Monitoring sales, proposing merchandise stock, visual merchandising

Person Specification:

Confidence in speaking and writing in English

Confidence in using IT systems

Enjoy working and speaking to a variety of people including children, adults, volunteers, staff and project partners.

Enjoy learning on the job



Can use own initiative

Works well independently

Works well to tight deadlines

Hands on and happy to get stuck in to various jobs and tasks throughout a working day, with guidance from supervisor.

This role will suit someone interested in learning about the inner workings of a running a visitor attraction, in particularly a heritage attraction. If you'd like to try various jobs to find out what you like best or would like to gather a broad range of experience to develop confidence in venue management, this is the traineeship for you.

#### Fee

Each traineeship is a 6 month part time, contract of 17.5 hours per week with a fee of £11.44ph + pension. You will be an employee of Provan Hall Community Trust during your traineeship which includes employers pension contribution and 28 days (pro rata) annual leave. You will be supervised by a designated member of staff throughout your traineeship who will provide guidance and support throughout your contract. We will work with you to make a bespoke training, support and achievement plan so you can reach your personal goals for this traineeship.

#### HOW TO APPLY

If you would like to discuss any of the above roles with a member of staff, please contact [info@provanhall.org](mailto:info@provanhall.org). To apply, please send a completed application form to [info@provanhall.org](mailto:info@provanhall.org) by 24<sup>th</sup> April 2024

These opportunities are made possible by:

