

Outreach and Promotion Officer

JOB DESCRIPTION

Full-time, one-year fixed term

1. Background

PKHT is a charity established in 1988 with the aim of conserving and promoting the archaeology and architectural heritage of Perth and Kinross, for the benefit of residents, visitors and future generations. The Trust achieves its objectives through the development and delivery of projects, the administration of grant schemes, the provision of information and advice, and a programme of outreach events and publications. The Trust's vision, mission and priorities are outlined in our Strategic Plan 2017-22.

The wide remit of the Trust, covering archaeology and historic buildings, involves the delivery of a range of conservation, research and educational projects. These currently include the Perth City Heritage Fund, regenerating Perth city through conservation ([Perth City Heritage Fund - PKHT](#)), the Perth and Kinross Archaeological Research Framework ([Regional Research Framework - PKHT](#)) our programme of Skills Training ([Skills Training: Overview - PKHT](#)) and our nascent project at Perth Lower City Mills ([Lower City Mills - PKHT](#)).

The Trust has also coordinated our key annual outreach event, Doors Open Days (DOD), for Perth and Kinross since 1996 (www.pkht.org.uk/dod). Part of Scotland's largest free festival celebrating architectural heritage and the built environment, it provides local residents and visitors access to historic, civic and interesting buildings not usually open to the public.

2. Job purpose

The post-holder will deliver three projects focusing on two areas of the Trust's work, and be responsible for:

1. Delivery of the annual Doors Open Days event;
2. Promotion and outreach of the work of the Trust, including the Perth City Heritage Fund, and other projects, through traditional and digital media;
3. Help to administer and promote the Trust's website;
4. Publication sales;
5. Liaison with volunteers and local groups and maintaining our Volunteer database.

3. Roles and responsibilities

The post-holder will be responsible for:

1. Co-ordination and delivery of the annual Doors Open Days event in Perth and Kinross:
 - Development and delivery of the programme in Perth and Kinross with guidance from other staff;
 - Liaison with the Scottish Civic Trust to ensure alignment of the regional programme with the national festival (www.doorsopendays.org.uk);
 - Liaison with and support local organisations and venues in the organisation of their DOD event;
 - Production and distribution of the printed programme brochure and maintain online listings;
 - to lead on event promotion, evaluation and funder reporting.
2. Promotion of the work of the Trust through traditional and digital media;
 - Preparation of Press Releases with liaison with press, funders and partners;
 - Use of digital social media to promote the overall work of the Trust, including at the Lower City Mills, Perth, through archaeology projects and through publications and small grants.
 - Engagement with property owners, contractors, professionals, educational establishments etc to promote and advance the work of the Perth City Heritage Fund and Traditional Building Skills Projects.
3. Help to administer and promote the Trust's website;
 - To work with other staff to maintain, update, develop and promote the Trust's website.
4. Publication sales;
 - To promote and administer sales of Trust publications: online, through retailers and at conferences and events.
5. Liaison with volunteers and local groups and maintaining our Volunteer database.
 - To maintain and develop the Trust's lists of volunteers and other interested individuals.
 - Promoting events through Eventbrite or similar, managing bookings and attendees.

4. Responsible to

The post holder will work under the direction of the Trust Director and with other Trust staff.

5. Other duties

Working within a small team, a flexible, 'can do' approach is required, and the post-holder may need to perform duties other than those given in the job description to further the work of the Trust.

Skills Training /Officer: PERSON SPECIFICATION			
ATTRIBUTE	ESSENTIAL	DESIRABLE	ASSESSMENT
Knowledge & Experience	<ul style="list-style-type: none"> • A degree in a heritage or related discipline OR equivalent knowledge/skills gained through relevant experience. • An appreciation of the Doors Open Days event. • An appreciation of Scottish archaeology, through both development management or community engagement. • An appreciation of Scottish historic building conservation, materials and skills. 	<ul style="list-style-type: none"> • track record in the delivery of community archaeology and/or historic buildings projects. • track record in the delivery of outreach events, especially Doors Open Days. • Membership of CfA, IHBC or similar. • An understanding of the Scottish heritage sector, including both archaeology and historic buildings. 	CV Documentation Interview
Skills & Abilities	<ul style="list-style-type: none"> • An understanding of promotion through traditional and digital media, including www and social media; • Excellent IT skills, delivering digital outreach through social media • Driving licence and own car. 	<ul style="list-style-type: none"> • track record in delivering projects with varied partners and stakeholders and volunteers. • track record in delivering digital outreach through press releases and digital outlets such as www. • experience of publication sales and working with volunteers. 	CV Documentation Interview
Inter-personal and communication skills	<ul style="list-style-type: none"> • Good written and verbal communication skills. • 'Can do' attitude 	<ul style="list-style-type: none"> • Ability to work independently within a small team and to liaise with other staff as required. 	Interview

Date: 27/9/21 (DS)