Internship Role Description

Job Title: Partnerships and Communications Internship

Grade: Scale 3 - £16,231 - £17,372. 12 months temporary contract

Responsible to: Communications Team Leader

Key internal relationships: Assistant Director – Partnerships and Communications, Communications team; Group and Venue Sales Team; Partnerships Assistant; the Friends of Beamish; Remaking Beamish Project Coordinator; other teams across the museum.

Key external relationships: Stakeholders including local authority partners; Arts Council England and Heritage Lottery Fund; trusts and foundations and other funders; Business Friends of Beamish; Friends of Beamish, UK and EU wide museum and cultural sector partners.

Purpose of internship: To gain experience working across the Partnership and Communications team and support the key functions of this team in doing so.

Provision of administrative and organisational support to assist with the coordination and further development of Beamish’s network of partnerships, fundraising programme, marketing and communications activity and private hire/corporate events.

It is envisaged that the allocation of days per week across the different teams within Partnerships and Communications will be as follows:

Partnerships  2 days
Communications  2 days
Group and Venue Sales  1 day

The allocation of days may vary according to the requirements of the role.
Duties and responsibilities

1.0 General – supporting the museum’s future development

• Support the delivery of Beamish’s Development and Engagement Plan (DEP) 2013 – 2025, helping Beamish to successfully develop and grow as a living, working, open-air museum with a focus on putting visitors first and a commitment to delivering world-class customer service.

2.0 Partnerships and fundraising

• As directed by the Assistant Director – Partnerships and Communications, carry out detailed research into potential sources of funding, working with teams across Beamish to ensure detailed information is prepared by the appropriate department and presented in accordance with the museum’s guidelines.

• Support the process of donor and supporter acknowledgement and stewardship.

• Support the production of regular, detailed reports on fundraising activity as per funders’ requirements, and monitor progress against the targets and milestones set.

• Support the monitoring of income generated through fundraising activities and assist with the preparation of reports and impact studies to support funding applications.

• Support consultation activity on fundraising opportunities.

• Assist with the preparation of reports and impact studies to support funding applications, including those that will support bids to EU funds and economic growth funds.

• Provide assistance with the planning, delivery and evaluation of stakeholder/relationship building events.

• Support work to maintain and build good working relationships with existing and potential external partners and funders and external agencies.

• Provide support with the ongoing development of the Business Friends of Beamish corporate membership scheme.

• Provide support to the Friends of Beamish with the development of new and innovative ways to fundraise.

• Work alongside the Partnerships Assistant to provide organisational and general administrative support to Beamish’s Partnerships team.

3.0 Group and Venue Sales

• Provide support with all elements of the co-ordination and operation of venue hire and corporate bookings and events.

• Liaising with relevant departments in advance of planned events, and assist with compiling site instructions to ensure all appropriate arrangements are in place.
• Research opportunities for increasing corporate bookings and events, working to identify trends and gaps within the market.

• Ensure feedback following events is collated from clients and staff, to help us to improve where necessary.

• As and when required, provide administrative support to the Group and Venue Sales team, including supporting work to drive and increase sales.

• As directed by the Group and Venue Sales team leader, work on strategic projects that contribute to driving sales.

4.0 Communications

• Support the monitoring of Beamish’s social networking profiles and website on a day-to-day basis, proactively developing creative, engaging content to promote events, activities and exhibits at the museum.

• Contribute to the research for and production of the staff and volunteer newsletter, the quarterly Beamish magazine and other publications where appropriate.

• Support marketing and communications activity on site, including coordinating and producing the information displayed in table-toppers.

• Research photos for publications and for other marketing channels.

• Lead on the collation of digital press clippings featuring the museum.

• Fulfil leaflet requests as and when required.

• Support the process of gathering content for all platforms.

• Support the seven day social media cover of activity and events on site through being on the social media cover rota.

5.0 Administration and general responsibilities

• Act as an advocate of Beamish and the Remaking Beamish project.

• Ensure compliance with copyright regulations, Data Protection, Equal Opportunities, Health and Safety and all other policies in force at the museum.

• Provide support with maintaining databases to ensure financial information and customer/client information is recorded to support the achievement of team targets.

• Support with word processing documents and the preparation of presentations as directed.

• Provide support for an extensive range of meetings. This will include preparing agendas and meeting papers, noting action points and following them up.

• Receive and manage telephone calls professionally, re-directing or taking messages and using initiative to deal with queries.

• Support with the maintenance of effective filing systems.
• To carry out any other duties within the level of responsibility as may be determined from time to time.

This post is subject to the Scheme and Conditions of Service of the National Joint Council for Local Authority Services.

Person specification

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<th>Factor</th>
<th>Essential</th>
<th>Method of Assessment</th>
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<td>1. Skills &amp; Knowledge</td>
<td>• An understanding and commitment to Beamish and its core purpose/mission.</td>
<td>• Application Form, Interview</td>
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<td>• Ability to write fluently for a specific audience and purpose.</td>
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<td>• Able to prepare detailed plans and reports.</td>
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<td>• Thorough and effective research skills and ability to think creatively about potential sources of support for Beamish.</td>
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<td>• Strong team working skills, able to work co-operatively across teams and take a collaborative, hands on approach.</td>
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<td>• A working knowledge of Health &amp; Safety.</td>
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<td>• Able to organise and plan work, using own initiative.</td>
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<td>• Excellent interpersonal and communication skills, including the ability to ensure effective communication with a wide range of staff/stakeholders.</td>
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<td>• Ability to assimilate large quantities of written and verbal communication quickly and produce accurate, timely minutes.</td>
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<td>• Excellent attention to detail, including proof reading skills, with the ability to maintain a high level of accuracy.</td>
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<td>• Able to work in a fast paced environment and to tight deadlines.</td>
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<td>• A flexible, pro-active approach to work including the ability to prioritise and re-prioritise to achieve successful outcomes.</td>
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<td>• Excellent IT skills including working knowledge of word processing, spreadsheet and presentation software packages, including Microsoft Office Word, Excel and PowerPoint.</td>
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<td>2. Experience &amp; qualifications</td>
<td>• Relevant education and qualifications and/ or equivalent work experience in a relevant area (see below).</td>
<td>• Application form and interview</td>
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<td>• Work experience that has focused on at least one</td>
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of the following areas: building partnerships/marketing and communications/events development and delivery.

- Experience of working on a day-to-day basis directly with the public.
- Experience of administration.
- Experience of working in a busy, customer-focused business/organisation and to tight deadlines.

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<th>3. Other Requirements</th>
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<td>• Enthusiastic ‘can do’ approach.</td>
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<td>• Flexible approach to hours and prepared to work weekends, bank holidays and evenings as required.</td>
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<td>• Able to meet the travel requirements of the internship.</td>
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