



Heritage Horizons

Social Media Takeover



What will the placement involve?

Do you love creating the perfect #instamoment? Do you have a flair for curating images, video, reels, tweets? Would you like to work in social media and digital marketing? Aged 18-30? Then this placement is for you.

Join the team at Castle House Museum, Dunoon, and work alongside the Marketing Manager to create social media content focussing on the museum's incredible collections. Ranging from Victorian life, to Clyde steamers, 'Doon the Water' memorabilia, vintage packaging, costume, historical photographs, and wartime Cowal, these vast collections have many stories to tell.

We are looking for someone to create content to entice visitors into the museum and to keep us in the public eye when the site is closed for the winter. We'd like you to learn about the museum and its collections, select objects and create content for social media and blogs, build followers across our platforms, and make recommendations for the future. Our current platforms comprise: Instagram, Twitter, Facebook, and a museum blog.

Participants will receive an introduction to the museum and the collections; access to museum objects and displays; object handling training; mentoring from the Castle Museum Marketing Manager; a device on which to create content and a workspace within the Castle Museum; all appropriate Health and Safety training; dedicated support from the Heritage Horizons Project Manager to achieve an Archaeology Scotland Heritage Heroes Award; and additional support from the Heritage Horizons Digital Marketing apprentice. The Heritage Horizons Project Manager will support you to create a Learning Agreement and progress through your aims.

Please note that placement participants are required to document their work and experiences digitally (via vlogs, social media, blogs or videos). All training and resources will be provided. Support and funding are available to cover all project expenses (e.g. travel costs) and required materials and resources.



Where and for how long?

The placement will take place at Castle House Museum and can last upto 12 weeks. Ideally applicants should be available two half days per week, however exact timings and days will be agreed with the applicant.

Address: Castle House Museum, Castle Gardens, Dunoon, PA23 7HH
<https://castlehousemuseum.org.uk/>



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What's in it for you?

- Hands-on work experience in social media and digital marketing
- Essential museum skills including object handling, tour guiding, and interacting with visitors
- On-site support from museum staff to achieve your objectives
- Dedicated support from the Heritage Horizons project manager to achieve an Archaeology Scotland Heritage Heroes Award.
- One year membership of the Museums Association, including access to their Museum Essentials courses (<https://www.museumsassociation.org/>)
- Support from the Heritage Horizons Digital Marketing Apprentice to document your experience
- Peer-networking support and events with other young people undertaking Heritage Horizons placements.
- Funding to cover all required materials, resources, and expenses (including travel).



About you

Anyone with an interest in social media, digital marketing, and Dunoon's history is welcome to apply. This placement would particularly suit those who:

- Are interested in a career in marketing and social media
- Are interested in heritage and museums
- Would like to learn more about Dunoon's past
- Love storytelling
- Enjoy or are interested in creating digital content including photographs, videos, blogs, and social media posts

Applicants will be invited for an informal discussion with the *host organisation and/or venue* along with the Heritage Horizons Project Manager.



How to apply

Complete the Heritage Horizons Application form and send it to kirsty@chartsargyllandisles.org by 5pm on Sunday 26 September 2021.

If you'd like any further information about Heritage Horizons, or have any questions about this placement, please get in touch with **Kirsty MacNab**, Heritage Horizons Project Manager (Argyll South): kirsty@chartsargyllandisles.org