



EVENTS AND OUTREACH COORDINATOR

Background to the role

Gairloch Museum is an independent museum in the north-west highlands of Scotland. In July 2019, after an eight-year community-led project, we opened in new premises, a former Cold War 'bunker'. The Museum, fully accredited by Museum Galleries Scotland since 2009, preserves and presents the heritage and history of Gairloch and surrounding areas. The citation for the award of Art Fund Museum of the Year 2020 recognised: "the rebirth of this truly special museum ... the tale of people-power, determination, and local pride, which transformed a village eyesore into ... a buzzing new community hub and produced a sustainable cultural landmark for generations of visitors to enjoy".

So, Gairloch Museum is a much valued heritage and visitor attraction. Our full-time Curator has professional responsibility for the conservation, care and development of our Collections and managerial responsibility for the displays, exhibitions, artefacts, library and archive. Since 2022 we have sustained, year-on-year, a grant-funded post for a Wellbeing Coordinator, who runs an activity programme every Wednesday to support those who face challenges, including living with dementia. This has expanded in 2024 to embrace outreach sessions beyond our four walls. Furthermore, thanks to funding from *Bòrd na Gàidhlig* and in collaboration with three other Highland museums, a development officer post has given focus and impetus to our Gaelic heritage engagement, which we are hoping to continue beyond the existing project end.

We also employ part-time Front-of-House Coordinators who manage the day-to-day running of the Museum as a landmark visitor attraction and support the volunteers on reception and room steward duties. One of these coordinators ensures that our social media is a lively and current reflection of what the Museum offers. As Tripadvisor reviews evidence, we attract superlative comments from visitors of all ages and interests. In November 2023 we secured recognition as a 5* VisitScotland attraction.

The commitment of our 45 volunteers is a significant strength. They ensure visitors enjoy their Museum experience, lead walks, give talks, undertake research, and run or support many workshop and outreach activities. Our Board members are already working to generate momentum towards the celebration, in 2027, of 50 years since the founding of the original Gairloch Heritage Museum.

This new Events and Outreach Coordinator post (two year, 0.8 f.t.e.) is key to achieving the aims of our forward planning through “Pushing the Boundaries”. Funded by a significant Museum Development grant from Museum Galleries Scotland, we are seeking a creative individual, with experience in engaging diverse audiences. This position offers a unique opportunity to expand Gairloch Museum’s cultural and community engagement locally and regionally by planning and delivering an ambitious cultural programme focused on heritage, art, Gaelic and the outdoors, connecting with local communities, attracting new visitors, and supporting the Museum’s financial sustainability through events tailored to the travel and tourism market.

To discover more about Gairloch Museum, visit our website:

<https://www.gairlochmuseum.org>

and Facebook page: <https://www.facebook.com/gairlochmuseum>

Post specification

All who work in and for Gairloch Museum, be they volunteers or paid employees, are expected to recognise, respect and contribute to the purposes and activities of the charity in accordance with our Articles of Association.

Responsible to	The Curator, Corinna Annetts, and, through her, to the Board of Gairloch & District Heritage Company Ltd.
Location	The role will be based at Gairloch Museum, Gairloch, IV22 2BH with travel across local communities. Some home working may be possible.
Contract	24 month, 0.8 f.t.e. fixed term contract from 1 January 2025. 28 hours average each week, with flexibility to include weekend and evening sessions on occasion. Rate of pay: £23,760 p.a. (pro-rata of £29,700 f.t.e.) Annual leave: pro rata of (full-time) 33 days each year, including statutory and local holidays, taken at times to be agreed with the Board Chair/Curator.

Terms and conditions	<p>The post holder will work to the relevant Museum Policies and Guidance:</p> <ul style="list-style-type: none"> ❖ Equality, Diversity and Inclusion ❖ Safeguarding ❖ Health and Safety, and Emergencies ❖ Environmental sustainability ❖ Personnel ❖ Social Media <p>and within the agreed Contract of Employment.</p>
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JOB PROFILE

The job profile of responsibilities and key tasks provides an outline of the main aspects of the role, though should be seen as a flexible working document, adapted as circumstances change and opportunities arise.

Responsibilities	Key Tasks
1. To plan, promote and deliver a year-round events, and outreach programme making best use of the breadth of Museum resources and expertise	<ul style="list-style-type: none"> ❖ In collaboration with employees, volunteers, and our community partners, plan and coordinate a year-round events and outreach programme, which will engage a range of audiences ❖ Lead outreach initiatives in local villages, including heritage-themed walks ❖ In partnership with community groups from across the parish, plan and deliver a range of heritage-based projects, workshops, and research explorations for the townships and settlements of our area ❖ Support the Museum's Gaelic Development Strategy by incorporating Gaelic culture into events and support the planning and delivery of a Gaelic events calendar. ❖ Develop targetted activities which will contribute to the Museum's financial sustainability, in partnership with the travel trade and business stakeholders ❖ Assist with planning the Museum's 50th anniversary celebrations in 2027.

<p>2. To establish a monitoring and evaluation framework for events, including outreach and digital activities</p>	<ul style="list-style-type: none"> ❖ Record attendance at and feedback from events to inform future planning ❖ Trial and refine a template for remits and costs for staging events, contracting freelancers etc.
<p>3. To create content and resources for the longer term and broader audience engagement</p>	<ul style="list-style-type: none"> ❖ Liaise with the Curator, other employees and volunteers to exploit the potential of the collection and archives to create content and resources which will engage a broad audience, both in-person and virtual. ❖ Ensure the sustainability of the events programme, building relationships with local partners and freelancers.
<p>4. To support employees, tutors and volunteers in developing their expertise in the live and digital field</p>	<ul style="list-style-type: none"> ❖ Recruit, train and support volunteers involved in event delivery and outreach activities. ❖ Maintain a log of training and support given.
<p>5. To develop and support links and liaison with heritage, learning and business partners</p>	<ul style="list-style-type: none"> ❖ Establish and maintain good working relationships with Gairloch Museum's stakeholders and partners within the museum, heritage and tourism sphere ❖ Prepare and submit relevant funding applications in collaboration with others as appropriate ❖ Implement, monitor and evaluate projects and events funded from successful applications.
<p>6. To support promotion of the Museum events and activities to attract existing and new visitor segments</p>	<ul style="list-style-type: none"> ❖ Input into the development of a broader Museum marketing strategy which will promote the Museum to existing and new visitor segments ❖ On occasion, contribute content for the Museum website, newsletter and social media accounts ❖ Work closely with the marketing team to promote events and create branded materials.

7. To contribute to grant applications and management	<ul style="list-style-type: none"> ❖ Support relevant funding applications in collaboration with others as appropriate ❖ Ensure all activities align with funding requirements ❖ Contribute to progress reports by providing updates on project milestones, outcomes and budget ❖ Collaborate with the team to ensure timely and accurate reporting to funders.
8. To inform and work with the Museum Board	<ul style="list-style-type: none"> ❖ Report to the Museum Board (in person or in writing, as appropriate), at least quarterly, providing account of current activities and relevant development issues ❖ Contribute to the work of the Events and Outreach working group.
9. To undertake development activities appropriate to the role	<ul style="list-style-type: none"> ❖ Attend training or collaborative sessions which contribute to the development of relevant skills, knowledge and experience, as agreed with the Curator.

Person specification

Essential

- ❖ Experience in planning and delivering cultural events in a heritage or museum setting
- ❖ Demonstrated ability to engage with local communities and develop partnerships
- ❖ The capacity and skills to work with diverse audiences, together with an understanding of the potential barriers to engagement
- ❖ Empathy with and commitment to Gaelic language and culture
- ❖ A track record of working with, developing and motivating volunteers
- ❖ Excellent communication and interpersonal skills in team and community contexts
- ❖ Administratively self-sufficient, with IT skills to manage i) word processing for day-to-day needs including the promotion of events and activities; ii) email and social media communications; iii) databases for monitoring and evaluation purposes
- ❖ Willing to work flexible hours, including occasional evenings and weekends
- ❖ Willingness to travel locally
- ❖ Able to enjoy living in a rural environment with little public transport.

Desirable

- ❖ Evidence of grant management, monitoring and evaluation
- ❖ Knowledge of Scottish, and specifically Highland, history and culture
- ❖ Knowledge of the travel trade and tourism industry.

APPLICATIONS

Full details of the post are available from <https://www.gairlochmuseum.org/recruitment>
If you require further information about Gairloch or the advertised position or would like to visit Gairloch Museum with a view to applying, please email curator@gairlochmuseum.org.

Your application should include a covering letter outlining your experience and suitability for the post, Curriculum Vitae and the details of two referees. It should be submitted by email to: secretary@gairlochmuseum.org

The closing date for applications is Thursday 3 October 2024.

Applicants invited to interview will be notified by Friday 11 October 2024.
Interviews are scheduled to be held in Gairloch in the week beginning 21 October 2024.