

Breakthrough 2025 Job Description

Canterbury City Council (The Beaney House of Art & Knowledge Museum) - Audience & Engagement Intern - Canterbury

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| Employer name | Canterbury City Council | | |
| Employer Website | www.thebeaney.co.uk | | |
| Employer main contact | Mitch Robertson | | |
| Employer email | Mitch.robertson@canterbury.gov.uk | | |
| Start Date | Monday 29 th September | Hours Per Week | 25 |
| Working week | 9:00 to 17:00 4 days a week with 1 hour for lunch (unpaid). | Hourly Wage | £12.60 |

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| Job Title | Museum Audience & Engagement Intern |
| Company Overview | |
| <p>Who we are:</p> <p>The Beaney is a free museum, visitor information centre and library all under one roof in the heart of historic Canterbury. The museum welcomes over 340,000 visitors every year.</p> <p>Our Vision</p> <p>Our Museums & Galleries: a world of people, places, exploration and surprises. From Roman history to contemporary art, from local stories to global commentary, the collections and exhibitions will inspire creativity, discovery and play as a way of unlocking potential and enabling learning.</p> <p>Conversations, connections and collaborations with our audiences are the foundations of the service, ensuring that our work is relevant and current, reflecting who we were, who we are and who we hope to be.</p> | |

Job Description

Supporting the museum team in creating welcoming experiences and engaging programmes that attract and connect with diverse audiences. Assist with visitor services, activities and marketing to help make the museum accessible and enjoyable for everyone.

This role will include assisting with the:

- Front of house services including customer service and widening participation.
- Collections and Programming teams to create an inclusive environment for all visitors to enjoy by suggesting activities and improvements to reach new audiences.
- Creation and implementation of programs and communications designed to attract new visitors and deepen relationships with existing audiences.
- Analysis of visitor data to help inform strategies that enhance the museum's accessibility, relevance and appeal to a wide range of communities.

Tasks/activities the Breakthrough candidate will be involved in include:

- Provide marketing support particularly relating to the promotion of programming, learning and collections related activities
- Assist with event promotion and messaging for museum programs and exhibitions
- Support the development and execution of advertising and email campaigns
- Research, write, and schedule social media content in the museum's voice across digital platforms
- Collaborate with museum staff from different departments to develop educational and promotional materials
- Aid in the creation of digital and print marketing collateral, such as flyers, signage, exhibition interpretation and blog posts
- Participate in strategic planning for upcoming exhibitions and related marketing initiatives
- Perform administrative tasks and other duties as assigned to support the museums and galleries team
- To work collaboratively with colleagues across the service to assist with the monitoring and evaluation of activities linked to the museum, to inform continuous improvement and the development of the museums and galleries service.
- Learn about the implementation of all museums and galleries policies including the Acquisitions and Disposals Policy, Learning Strategy, the Conservation Plan and the Emergency Plan

- Work within the good practice guidelines to enable the maintenance of the museums' accredited status
- To carry out other duties commensurate with the grade and skills of the post holder as may be directed

The role will be based at offices at The Beaney House of Art & Knowledge, Canterbury. 3 days in the office and 1 day at home.

Skills and development

Candidates should be working towards:

- Good organisational, logical and methodical thinking and planning skills
- Good interpersonal and communication skills, both verbal and written
- Willingness to work collaboratively and in partnership with colleagues and other organisations
- Ability to think creatively
- Experience of using and working across digital platforms and website
- Experience of working as part of a team
- Experience of working to strict deadlines and with competing priorities

Desirable but not essential:

- Experience of smartphone photography and filming
- Interest in content creation for social media
- Interest in visual communication
- Some experience of writing text for the purpose of marketing
- Experience of updating websites / Wordpress

Employers advice: To demonstrate your excitement for this role we would recommend that candidates for the role in their application talk about:

- Your interest in museums and audience engagement and what attracted you to this role.
- Any experience you have had in customer service, in a team and with the community.
- Any ideas you have to make the museum more welcoming and appealing to new and existing visitors.
- Any experience you have using social media, digital tools and/or analysing data
- And any family or community events you have been involved in – what worked well and what would you do differently next time.

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| Personal Qualities |
| <ul style="list-style-type: none">• Punctual and reliable• Keen to learn and develop skills• Enthusiastic and creative approach• Ability to work independently and within a team |
| Future Prospects |
| During the course of the placement, you will meet and network with other creative organisations which might present future opportunities. We will also provide a work placed mentor who can offer career advice and guidance, helping you to develop your CV and offer support with job applications and interviews. |