



**Job title:** Heritage Outreach Manager  
**Salary:** £28,000 (one year maternity cover)

**Job description**

**Reporting relationship:**

The Heritage Outreach Manager is responsible for the implementation of the Trust's communication strategy and educational heritage grants programme. Interpretation of Glasgow's historic built environment for the benefit of all people living and working in and visiting Glasgow is at its core. This role reports directly to the Director of the Trust and line manages the Community Engagement Officer.

**Job purpose:**

- To proactively deliver a targeted educational heritage grant programme in support of the Trust's Strategic Plan and other grants programmes
- To deliver a communications strategy to promote understanding and appreciation of Glasgow's historic environment and the work of Glasgow City Heritage Trust

This should be achieved through a combination of publicity, outreach and learning, events, seminars/conferences, print, website development, interpretation, promotional activities, exhibitions and partnerships. All activities should promote best practice and it is important to identify training and employment opportunities as well as facilitating existing heritage organisations in Glasgow. It is expected that the post holder will act as a spokesperson for the Trust in relation to TV and other media outlets.

**Main responsibilities:**

- To manage a caseload of heritage grants, monitoring and ensuring compliance with set terms and conditions
- To publish information about Glasgow's historic environment and cultural heritage as a way to inspire learning
- To organise seminars, lectures, workshops and walking tours
- To maintain and update the Trust's website using WordPress and general social media coverage of Trust's activities
- To secure additional sponsorship for GCHT activities
- To help coordinate the efforts of Glasgow's voluntary heritage sector
- To promote opportunities for cultural tourism
- To report to the Board or any sub-committee regarding heritage and outreach activities
- To carry out any other duties commensurate with the post, which the Board of Trustees or the Director deems appropriate

**Budget responsibilities:**

The post holder will be responsible for the educational Heritage Grant programme and the Marketing budgets.

**Person specification****Essential qualifications and experiences:**

- Educated to degree level or equivalent in a relevant area (such as communications, marketing, education, heritage or project management)
- Relevant experience gained in a similar service delivery organisation in a customer facing role
- Project management experience
- Event management experience
- Experience of PR and managing media relations or the demonstration of understanding of the issues would be an advantage
- Line management experience would be an advantage

**Essential skills, aptitudes and abilities:**

- Proven ability to communicate successfully at all levels and build and maintain a network of contacts and partnerships with other organisations  
This will include regular communication with community councillors, funding bodies, amenity societies, professionals, trades and the general public
- Must be IT literate and able to use Apple Macintosh computers
- Proven ability to use computer graphics (e.g. Adobe Creative Suite) and web-based software (e.g. WordPress, MailChimp, social media sites).
- Excellent written and oral communication skills and customer service skills
- Informed interest and knowledge of Glasgow's historic built environment
- Innovative, flexible, enthusiastic, approach, able to initiate action and seize and develop opportunities
- Able to identify and resolve problems creatively and manage a number of tasks/projects simultaneously
- Excellent planning and organisational skills with the ability to initiate, plan and manage projects and meetings
- Ability to focus on details, prioritise and meet deadlines
- Team player also able to work effectively alone with minimum supervision.
- Ability to compile, analyse and manipulate data accurately
- Appropriately handle sensitive and confidential information and situations both internally and externally
- Ability to work flexibly to meet the requirements of the office (evening and weekend events would need to be covered to some extent)