

Audience Development and Outreach Intern (Find a Solution Programme)

This internship is part of the Find a Solution programme which brings together current students and local Third Sector organisations to tackle issues of strategic importance through projects that will have a lasting impact.

The Role

This internship will address GDODF's key development goal of increasing the number of children and young people attending and participating in the event. Working with schools and festival participants, the intern will develop a programme of engagement opportunities for school groups, such as building visits, guided trails and talks. The intern will support administration of the programme, acting as a link between schools and participants.

There will be an opportunity to develop resources and marketing materials to support the project, in relation to feedback from schools.

The project will focus on creating a small number of high-quality experiences, that will form the model for activities to be rolled out on a larger scale in future.

GBPT hopes to have an Education Officer role in the future, and this project will be key in helping us build the role, identifying responsibilities and opportunities for development. The intern will also assist in gathering evidence for a funding bid to support the future Education Officer role.

The internship will:

- Support festival participants to create suitable activities for schools.
- Create materials to be shared with schools describing activities.
- Create a database of participants and schools who may work together.
- Identify geographic areas which are not covered by participants and encourage new activity by existing partner organisations and seeking new participants.
- In collaboration with the Marketing Officer, consider opportunities for development, such as the creation of a TikTok account and devise and deploy a social media campaign showcasing the digital archive.
- Gather quantitative and qualitative data to demonstrate the benefits of the engagement activity for participants and partners.

The aims of the project are:

- To strengthen existing partnerships and create new ones.
- Showcase GDODF's digital archive and disseminate resources.
- Promote GBPT as a sector leader for heritage engagement and educational experiences.
- Grow GBPT and GDODF audiences.
- Contribute to GBPT's resilience by identifying opportunities for strategic development.

Hours, salary and benefits

The internship will be for 160 hours, with working pattern to be agreed with the intern to suit the specifics of the role. There is the opportunity for the internship to be concentrated over a few months, or to spread activity over a long period to allow the intern the experience of working at the festival in September.

Rate of pay is Living Wage (£10.90/hour).

You will be entitled to 3.5 days paid holiday.

What makes this internship stand out? (training, benefits etc)

Interning at GBPT, you will be part of a small team delivering a wide range of activities. You will benefit from the expertise of your colleagues and be invited to contribute more generally to the day to day running of the Trust. This will ensure a rounded and varied experience, not least in relation to Glasgow Doors Open Days Festival, including festival management and an understanding of processes and strategies for effective event delivery, marketing, communications with a range of audiences, programming, audience development, fundraising, design, filmmaking and photography, risk assessing, website maintenance and development.

Training opportunities will be offered as and when necessary.

GBPT will ensure that the internship will benefit the student in their future career goals by tailoring the project as appropriate. We will ensure that there is sufficient opportunity in the project for the student to influence design and delivery.

Length of Internship (in weeks)

Flexible

Starting month

June

Paid or voluntary

Paid

Is the internship part-time or full-time?

Part time

For part-time roles, how many hours will the intern work?

Flexible

Required Year Group

- Undergraduate 2nd year
- Undergraduate 3rd year
- Undergraduate 4th year
- Undergraduate 5th year

Targeted College

Any

Required Degree Discipline

Any with relevant skills and experience

The essential criteria for the role are

E1 An ability and enthusiasm to motivate, educate and inspire a broad range of people

E2 Ability to lead group learning activities with confidence, patience and sensitivity

E3 Excellent organisational skills, with the ability to manage a wide range of tasks and meet deadlines

E4 Ability to prioritise and manage sometimes competing demands and to work well with limited resources

E5 Ability to think creatively

E6 Ability to work as part of a team

E7 Ability to use own initiative and organise own workload

E8 Excellent communication, presentation and interpersonal skills, both written and verbal

E9 Good IT skills including word processing and database management

The desirable criteria for the role are

D1 Experience of community engagement work with diverse communities and under represented groups

D2 Experience of programming arts and heritage events

D3 Experience of developing, diversifying and / or growing audiences

D4 Experience in the development and use of a range of tools of engagement

D5 Experience in the development of learning materials

D6 Experience of using evaluation and monitoring tools and techniques

D7 Experience of basic graphic design programmes, such as Canva

D8 Experience of liaising with and working effectively in partnership with other organisations and external networks