



BATH PRESERVATION TRUST

Job Description

Post:	Social Media Intern for 'Image Control'
Terms:	Part-time fixed term contract working 1 day a week for six months (commencing either 3rd or 10th June 2019) Salary based on National Minimum Wage plus paid holiday entitlement
Reporting to:	No.1 Royal Crescent Museum Manager

Purpose of role:

We are looking for a Social Media Intern who is interested in gaining valuable workplace and research experience and is a creative-thinker and strategist. The purpose of the role is to help us improve online engagement and create a sustainable digital presence for our multi-faceted 2019 exhibition 'Image Control'.

Background

Bath Preservation Trust (BPT) is a registered charity which was founded in 1934. The Trust is managed by a board of Trustees and a small professional staff, which campaigns for the preservation and suitable development of the City of Bath and its environs and also runs four museums in the city; No 1 Royal Crescent, the Museum of Bath Architecture, Beckford's Tower and the Herschel Museum of Astronomy.

The 2019 exhibition at No. 1 Royal Crescent opened on 13 April 2019 and runs until 5 January 2020. It is called '**Image Control: The Power of Perception Then and Now**' and incorporates several elements revealing how Georgians manipulated their images as much as we do today. Think selfies, filters, props and the creation of the perfect image - how the final portrait has probably manipulated the truth. 250 years ago, exactly the same used to happen and our exhibition shows how we can unpick paintings and see the past.

Alongside the exhibition is a programme of linked events, workshops, talks and costumed performances.

The Role

The main activities are described below. In addition, the post-holder may be required to undertake other duties and responsibilities compatible with the overall scope of the post.

As the Social Media Intern you will:

- Take over the digital promotion of this exhibition and associated activities
- Explore and create a consistent online approach and digital presence across various social media platforms (e.g. Twitter, Facebook, Instagram, Snapchat, YouTube and the museum's website)
- Get involved with a series of 'Museum Lates' events

- Help to recruit some 14 -16 year olds to run a “Teen Twitter Takeover” day in August
- Be involved in a symposium due to take place in Autumn 2019 which will discuss the effects of social media on mental wellbeing
- Familiarise yourself with all aspects of the exhibition and associated programme and work with the Museum Manager, Curatorial Team and Marketing & Communications Officer to:
 - Identify current audiences and target audiences
 - Identify the social media platforms most appropriate for each audience
 - Create social media campaigns for each thread of the story, prompting engagement and visits
 - Help inform us how the digital presence is to be carried on into the future

The work can be carried out on site and at events, at the offices of the Bath Preservation Trust at No.1 Royal Crescent, Bath, BA1 2LR and some of the work can be done from home.

PERSON SPECIFICATION

What we are looking for - skills and experience

- Demonstrable in-depth understanding of various social media platforms (training on our current platforms will be provided)
- Ability to work independently and self-motivate
- Ability to take the initiative and manage time effectivity
- Logical and creative thinking and superb communication skills
- Excellent team player with good interpersonal skills

This role is funded by grant awards from Arts Council England (ACE) and National Heritage Lottery Fund (NHLF)

All applications must be made on a BPT Application Form available from our website and emailed to recruitment@bptrust.org.uk:

<http://www.bath-preservation-trust.org.uk/get-involved/>

Closing date for applications is 12pm on Friday 17 May 2019

Interview date expected to be in the week commencing 27 May 2019