BRAEMAR CASTLE

Outreach Coordinator (P/T)

Post Title: **Outreach Coordinator** (P/T)

Project: Braemar Community Ltd’s, **Raising the Standard**

Post Duration: 2 years 6 months (initial two years at 0.6 FTE thereafter 0.3 FTE)

Renumeration: £22,000 p.a.

Location: Braemar, Aberdeenshire / home-working

Reports to: Activities Manager

## About Braemar Community Ltd

Braemar Community Ltd (BCL) is a Scottish charity (SCO38573) and Company Limited by Guarantee (SC276254) that works to achieve the sustainable economic, environmental and social development of the community of Braemar. Braemar Castle has been run by the local community as a visitor attraction since 2007. The main focus of our current work is the delivery of Braemar Castle’s ‘Raising the Standard’ project.

## About BCL’s Raising the Standard Project

**Raising the Standard** is a £1.6M project funded by both National Lottery Heritage Fund & Historic Environment Scotland.

# Vision Statement

**RtS is transformational in terms of the future it offers Braemar Castle to progress to becoming a leading 5 star attraction, benefitting both the village and the rural economy of the area.**

* To protect and preserve the A Listed Braemar Castle
* To grow visit numbers and visitor satisfaction to a sustainable level for the long- term viability of the Castle as a visitor attraction
* To enhance capacity and organisational resilience such that the management of the Castle is secure over the long-term
* To offer new and enhanced participation opportunities for locals further embedding our Castle in the local community and enhancing the positive contribution we make to their quality of life and wellbeing.
* To share the Castle’s heritage and the benefits of engagement amongst a more diverse range of audiences by working with new partners, with a particular focus on supporting mental health and wellbeing
* To draw new visitors to Braemar and offer new and more training and skills opportunities in support of our fragile, rural economy

# The Outreach Coordinator will join the project team for the delivery of Braemar Castle’s Raising the Standard project.

## Purpose of the Role:

* To work alongside the Volunteer Coordinator to develop and deliver activities as described within the RtS **Activity Plan**
* To engage with and support the aims of the **Volunteer Strategy** and **Volunteer Training Plan**

# The RtS Activity Programme will:

Enrich the visitor experience enhancing the authenticity and distinctiveness of Braemar Castle Enhance the relevance and contribution of the Castle on an individual and community level Encourage, equip and enable audiences to feel more connected to Braemar Castle

Enable audiences to realise a range of physical, mental and practical benefits through engagement with our built and natural heritage

Support career progression amongst young adults in particular

Develop broader learning opportunities for all ages with a more flexible and inclusive approach

## Key responsibilities:

* To deliver formal outreach learning activities for schools and colleges and informal learning for families and other visitors.
* To deliver heritage based outreach activities for individuals, families and visitors as set out in the project activity plan
* To manage and implement the Outreach Programmes and associated budgets as detailed in the RtS Activity Plan.
* To engage with formal local community networks and groups to widen participation in the Castle’s heritage and strengthen relationships between the Castle and the local community.
* To contribute to the marketing of volunteering and community initiatives to raise public awareness and increase participation.
* To evaluate activities and implement recommendations to the programme in conjunction with independent evaluation consultants.
* Produce monthly written reports and updates for the Activities Manager.
* Provide support to the Fundraising Manager by identifying activities that meet specific criteria in line with fundraising applications.
* Represent and promote Braemar Castle to external organisations and at relevant meetings.
* Attend and contribute to all appropriate National Lottery Heritage Fund / RtS meetings as required.
* To deliver wider activities on behalf of Braemar Castle when appropriate.

## Person Specification:

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| **Specification** | **Essential (E),**  **Desirable (D)** |
| **Qualifications** |  |
| A degree or equivalent relevant experience | E |
| **Knowledge and Experience** |  |
| Working understanding of NLHF Activity Programme | D |
| Experience of managing outreach within a heritage organisation | D |
| Developing and supporting community outreach projects | D |
| Implementing outreach programmes | D |
| Implementing and overseeing good practice relating to safeguarding and  confidentiality in the context of community outreach work | E |
| Analysing, collating and presenting data | D |
| Proven experience working with members of the community who may be  isolated/ have low levels of confidence | D |
| Working with volunteers | D |
| **Skills and Abilities** |  |
| Good IT skills, including MS Office and databases | E |
| Excellent organisational skills and attention to detail | E |
| Excellent communication and interpersonal skills – ability to inspire and  motivate volunteers | E |
| Ability to work on own initiative, manage time and workload effectively to  meet deadlines, and ability to work as part of team | E |
| Good writing skills, including reports | E |
| Ability to work with confidential information | E |
| Flexible in approach to duties | E |

***Application Process:***

To apply for the role please e-mail a CV & Cover Letter to Activity Manager*,* Georgina Errington *info@braemarcastle.co.uk*