



## **Job Description – SFM@50 Events Officer (2 year contact)**

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**Located at:** Scottish Fisheries Museum  
St Ayles, Harbourhead  
Anstruther KY10 3AB

**Responsible to:** Director  
**Responsible for:** Volunteers

### **Background**

The Scottish Fisheries Museum was founded in the old fishing port of Anstruther, at a property known as St Ayles, as a trust and charity in 1969, to collect, record and interpret the history of the fishing industry in Scotland. It is now planning for the major 50<sup>th</sup> Anniversary year from July 2019 to June 2020.

During the early 1900s, the Museum's buildings accommodated a chandlery business and the Courtyard area was leased to fishermen for storage. The Museum has expanded to occupy a number of adjacent 18<sup>th</sup> & 19<sup>th</sup> century domestic properties, some associated with fisher families and, most recently, the Museum has developed the former Smith and Hutton Boatyard and 'Zulu Gallery' to house most of its collection of full size fishing vessels.

The Museum holds collections of over 65,000 artefacts, 74% of which are considered to be of international, UK or Scotland-wide importance and so formally received 'Recognition of National Significance' status in 2007.

The Museum has a small team of paid staff plus significant volunteer support, especially through three clubs, the Boats Club, Model Boat Club and St Ayles Rowing Club.

The Museum has full Accreditation status and is currently graded a 4-star visitor attraction by VisitScotland.

### **Job Specification**

#### **Responsible to:**

The 'SFM@50' Events Officer is accountable to the Director (Development). This is a new post and it crucial to both the Museum's events programme, strategic development and the lead up and delivery to a busy 50<sup>th</sup> Anniversary year in 2019/20.

The postholder will contribute to increasing footfall through PR, tourism information, Museum events, and services, helping to build strategic links, partnerships and helping to create a sustainable future.

The post-holder will be required to work closely with trustees, staff and volunteers on:

- a) All matters relating to the Museum's public profile, customer care and relationship with business and tourism partners in the run up to and during our 50<sup>th</sup> anniversary celebrations;
- b) Project management of the activity programme leading up to and during our 50th anniversary year in 2019-20, including chairing a 'SFM@50' marketing group. This includes community consultation and sector collaboration for development work towards establishing an iconic national memorial to fishermen and involvement in the launch of other capital projects.
- c) Fund-raising in order to be able to create a dynamic programme of events from which to raise funding for future developments as a legacy of the project, including participation in The Year of Scotland's Coast and Waters in 2020.
- d) Reporting on all 50<sup>th</sup> anniversary matters to meetings and the provision of information about both the Museum and other tourism-related providers and information on the local area

## **MAIN ACTIVITIES & RESPONSIBILITIES**

To liaise with staff, trustees and volunteers to:

- Ensure visitors are informed about events and activities for 'SFM@50';
- Ensure group visits for SFM@50 are welcomed and promoted;
- Assist in organising and promoting all 'SFM@50' events and activities;
- Fund-raising for 'SFM@50' and beyond;
- Ensure related information is clearly provided in all media, including social media;
- Source related funding for events and activities;
- Assist with exhibition previews and fund-raising activities;
- Undertake training as required;
- Attendance at 'SFM@50' marketing meetings;
- Help recruit and manage volunteers as required;
- Undertake any other tasks as designated by the Director;
- Ensuring a suitable legacy from 'SFM@50'

## **Characteristics:**

The post-holder must have excellent communication skills and be the organising force and conduit for all activities and projects related specifically to 'SFM@50'. The post-holder must be able to get on with everyone in the team of staff and volunteers who deliver an enjoyable, educational and inspiring visitor experience. Key attributes involve being able to bring together a diverse range of events and activities to form a year-long programme of public engagement and celebration.

## **Essential Skills and Competencies**

- Proactive attitude with the drive and enthusiasm to carry projects through to delivery and evaluation;
- Self-motivated, well organised and enthusiastic;
- Proven experience to lead a fund-raising campaign
- Project management skills
- Experience of managing a key milestone event
- Excellent oral and written communication skills
- Public relations skills
- Experience of developing partnership building and practical working
- Attention to detail, tactfulness and reliability
- Ability to lead and work as part of a team of paid staff and volunteers

- Ability to conceive, prepare and place PR material, write press releases and speak to TV and radio;
- Ability to manage digital and related social media activity;

### **Desirable Skills and Competencies**

- Experience of working in the tourism industry;
- An interest in museums, heritage, fishing or education;
- IT skills, including use of websites and social media;
- Current driving licence, in order to travel to locations across Scotland as appropriate

### **Qualifications**

- Education to degree level or equivalent with relevant experience.

### **Conditions of Service**

Full information on the policies and practices in place to support staff are contained in our staff handbook that will be made available to the successful candidate. The key benefits aligned to the post are however detailed as follows.

**Temporary contract:** Two years: from agreed starting date in August 2018 to evaluation in July 2020.

This post is funded by the EMFF funding through the Forth FLAG group and is subject to scrutiny by the group.

**Hours:** 5 days (37.5 hours) per week on the Museum premises, including weekend working with some evening working required. Time off in lieu will be given in respect of additional hours.

The post-holder may be asked to act as a key-holder and work at weekends if required.

**Job-share** will be considered as an option.

**Salary:** £ 26,000 p.a. (tbc)

**Annual Leave:** 33 days per annum including public holidays.

**Travel and Expenses:** If any travel associated with this post, to develop contacts and partnerships, is required it is likely to be within the Kingdom of Fife. On occasion the post-holder may be required to travel to meetings in other areas of Scotland and beyond but all reasonable and agreed out of pocket expenses will be reimbursed.

**Closing Date for Applications:** Wednesday 4<sup>th</sup> July (5.30pm)

Please send a CV and covering letter explaining your reasons for applying with details of the attributes you can bring to the post plus the names of 2 referees to: Simon Hayhow, Director (Development), Scottish Fisheries Museum Trust, St Ayles, Harbourhead, Anstruther, Fife KY10 3AB or to: [simon@scotfishmuseum.org](mailto:simon@scotfishmuseum.org)

The Scottish Fisheries Museum is a charity registered in Scotland (No. SCO06185)

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