

# Apprenticeship

## A Day in the Life of a Content Creator for Museums & Galleries

I have excellent communication skills and am confident designing and scheduling engaging social media materials.

I respond to creative briefs to ensure content is aligned with our brand, according to key strategies and policies in the Service.

I help research and promote the new digital engagement offer of Kirklees Museums and Galleries.



I develop and deliver marketing materials with my team and liaise with the wider Service on key cultural campaigns.

With the help of experts, I explore innovative ways to share information and activities linked to Museum collections across Kirklees cultural sites.

I monitor responses to marketing materials and analyse engagement reports to gain insight into Museum and Galleries' audiences.