



Museum & Galleries Content Creator Apprentice

Service	Kirklees Museum and Galleries
Location	Across Kirklees – Tolson Museum, Oakwell Hall, Bagshaw Museum & Huddersfield Art Gallery
Salary	£10.18 per hour (this will be more next year)
Working week & Hours	37 hours – including college attendance/qualification work
Contract type & Duration	Fixed-term Apprenticeship 18 months includes end point assessment
Reporting to Manager	Cultural Engagement Officer
Eligibility to apply	<p>Please note you are only eligible to apply for this role if:</p> <ul style="list-style-type: none"> • You have been resident in the UK for at least 3 years (there are some exceptions to this, so applicants will need to be considered on a case-by-case basis as required). • You are not in full time compulsory education and are 16 or over by the time you start the Apprenticeship. • You are able to meet the entry requirements of the qualification and to undertake the studying and coursework required to complete the course.

Apprenticeships with Kirklees Council

If you are looking for hands on experience and learning on the job then an apprenticeship could be the right route for you. An apprenticeship with Kirklees Council will help you on your journey to grow your career alongside working towards a qualification.

As a Content Creator Apprentice you will be required to complete 18-month training programme that will cover all aspects of the role and will be delivered through attendance and blended learning delivered by a registered training provider. We are committed to recruiting a diverse workforce and would welcome applications from underrepresented groups.

Job Purpose

You will work as an Apprentice Content Creator. You will be required to complete a 1.5 year training programme that will cover all aspects of the role and will be delivered through attendance at college or other distance learning methods delivered by Kirklees College. You will complete a Content Creator Apprenticeship and you will gain a Level 3 qualification (equivalent to A-Level).

College attendance and successful completion of these studies is an essential requirement of this Apprenticeship and is monitored and reviewed as part of the Apprentice role.

As a Content Creator Apprentice in our Museums and Galleries Team you will be working with our Audience Development Team to communicate and engage our audiences across our sites. These include Bagshaw Museum, Oakwell Hall and Country Park, Tolson Museum, and Huddersfield Art Gallery. You will work collaboratively on project briefs to research, prepare and develop our messaging across multiple formats from our website and social media, and our regular What's On Guides, to support for a new digital engagement offer that is in development as part of our National Portfolio Organisation status, funded by Arts Council England.

Whilst developing your own skills and knowledge through the Apprenticeship, you will have an opportunity to help craft branding guidelines, advertise our developing engagement offer, and work on a variety of marketing campaigns alongside our team during your Apprenticeship. Working closely with Kirklees Council Communications Team you will also interact with a variety of partners and end users to inform and develop your understanding of the technology and trends as it relates to the cultural sector. This is an exciting time to be joining the team and an opportunity to have a long-term positive impact on the work of the Kirklees Museum and Galleries Service.

Behaviours and expectations

The right behaviours and attitudes are as important to us as the skills you bring to the job. We expect all our employees to demonstrate the following behaviours:

- Positive
- Honesty
- Respectful
- Flexible
- Communicative
- Supportive

The role will be based across the Service so some travel across Kirklees may be required at times, however, please note that this role may also involve home working and attendance at evening and weekend events as required.

Key areas of Responsibility

- Plan, research and develop creative content in collaboration with Kirklees Museums and Galleries Team to engage their audiences.
- Interpret creative development briefs for specific projects and align the content produced to the objectives and needs of the user.
- Create written, visual and audio content to be used and scheduled across a variety of media in line with the Service brand and policies.
- Evaluate the effectiveness of content produced against the brief and budget available and recommend improvements.



Employee Specification

Knowledge, qualifications, skills, and experience	Shortlisting criteria
Ability to work effectively as part of a team	Essential
Excellent communication skills with a good standard of written English	Essential
Knowledge of media platforms and their uses e.g. Canva, YouTube	Desirable
Experience developing and scheduling social media content	Desirable
Interest in Museums and Galleries/Culture	Essential
Ability to apply creative and critical thinking	Essential

How to apply

If you would like to apply for this role, click on the **Apply for this Job** button on the 'Job Details' page and follow the on-screen instructions to register as a new user or log-in if you have applied previously.

Should you experience any difficulties using the online application system, please email: Council.Apprenticeships@kirklees.gov.uk

Please note that you will be notified of the progress of your application by automatic emails from our e-recruitment system. **Please check your spam/junk mail** regularly to ensure that you receive all emails.

Privacy Notice - at Kirklees Council we take your privacy seriously and will only use your personal information within Kirklees Council to support your expression of interest. We will hold the information about you securely, and no longer than reasonably necessary.

Further information - If you would like further information about [how-we-use-your-data](#), please see the privacy notice for Kirklees Council.