



## **AHI Marketing and Communications Consultant**

The Association for Heritage Interpretation (AHI) is the professional body in Britain and Ireland for those involved in engaging people with natural and cultural heritage. Heritage Interpretation inspires, engages and connects. We promote excellence in the practice and provision of interpretation and to gain wider recognition of interpretation as a professional activity.

We believe that interpretation enriches our lives through engaging emotions, enhancing experiences and deepening understanding of places, people, events and objects from the past and present.

### **Our vision is:**

Everyone's life is enriched through great heritage interpretation

### **Our mission is:**

To achieve our vision we promote excellence, support practitioners and raise the profile of natural and cultural heritage interpretation

### **How we carry out our mission:**

- Promoting excellence through effective marketing, awards scheme, annual conference and website.
- Supporting practitioners through a professional development structure, an annual programme of events and learning journeys, a bi-annual journal, best practice guidelines and academic links.
- Raising the profile of heritage interpretation through partnership working and advocacy across the heritage sector and beyond.

AHI has a need to inspire, engage and connect. Not only with its membership, but also those who work in natural and built heritage, who may not know they carry out heritage interpretation. The AHI want to promote good practice and expand its reach and membership. To help achieve this, we need to expand and develop our marketing, communication and our reach across social media networks, and the content that we publish.

We are looking for a marketing and communications professional; to produce engaging content across all our social media channels, the AHI currently use Facebook, LinkedIn and X. We are looking into Bluesky, Instagram, Threads and potentially TikTok. The role requires content curation and creation, and a clear strategic content marketing plan. This would not only promote the AHI itself, but the wider practice of heritage interpretation, and the multitude of roles within it.

The right person will either have experience of, or have worked actively within the arts, heritage or museum sector. This role will be on a contract basis and be responsible for strategic communications and marketing content planning and delivery. In addition to this,



the role would need to encourage AHI members to create and share content that can be used by AHI to actively promote heritage interpretation.

This is an exciting time to join AHI, as we celebrate 50 years of supporting and promoting the heritage interpretation sector. The role will be supported and guided by our active group of Trustees, and the role will be guided by the AHI Marketing and Communications Steering Group.

**Contract length**

6 months (including 8-week trial period)

**Contract budget**

£10k

**Reporting to**

AHI Marketing & Communications Steering Group

**Hours**

14 hours per week

These can be set days or spread over the week. This can be agreed upon contract agreement.

**Contract starting date**

May 2025

**Core skills:**

Background or qualification in marketing/communications and social media engagement. Ability to create and plan marketing and communication plans and associated content delivery and planning.

**Essential software skills**

Microsoft 365

Canva Pro

Ability to create engaging reels, stories and post content

Wordpress

Hootsuite or similar social media content management tool

Mailchimp

**Desirable software skills**

Adobe Creative Suite (inc. Adobe Express)

Understanding of CMS systems and SEO optimisation

Video/Reel/Animation app content creation

**Application details:**

Issue date: **Friday 11 April 2025**

Closing date for applications: **Midnight Friday 25 April 2025**



Application requirements: email [admin@ahi.org.uk](mailto:admin@ahi.org.uk) with a statement on your suitability for the role and any supporting documentation, such as case studies, websites etc.

**Questions:**  
[admin@ahi.org.uk](mailto:admin@ahi.org.uk)

[www.ahi.org.uk](http://www.ahi.org.uk)