



Job Description: Part-time Community Engagement Officer

Pembroke Dock Heritage Trust

Role Overview: The part-time Community Engagement Officer at Pembroke Dock Heritage Trust will drive initiatives to enhance community participation, celebrate local heritage, and cultivate pride in Pembroke Dock's history. Focused on educational programmes, community engagement, and inclusive practices, this role seeks to create a vibrant, culturally rich hub while promoting Welsh language activities.

Duration: February 2024 to November 2024 (Three days per week)

Responsibilities:

- Tailor initiatives to attract immediate area residents by understanding barriers, organising community events, collaborating with schools, and launching targeted marketing campaigns.
- Develop programmes catering to the older demographic, increasing local engagement and participation.
- Create narratives and events celebrating Pembroke Dock's history to overcome negative perceptions and attract visitors from across Pembrokeshire.
- Execute strategic marketing campaigns to increase awareness and draw visitors to the Heritage Centre.
- Improve data collection methods for accurate capture of local visitor numbers and attendance during significant events.
- Increase local engagement and monitor through tracked attendance, surveys, and feedback.

Contribution to Community Well-being:

- Inclusivity and Participation - facilitate events and activities that involve all community members, including tailored programmes for different demographics, promoting inclusivity and a sense of belonging.
- Education and Heritage Pride - spearhead educational initiatives that celebrate local history, foster a deeper connection to heritage and cultural identity among residents, enhancing their well-being through a sense of pride and belonging.

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Company registration no: 05920931

Charity number: 1120476, registered in England and Wales

- Targeted Outreach - address barriers to local visitors by understanding community needs and preferences, thereby increasing accessibility and participation, positively impacting community morale and engagement.
- Revitalisation Efforts - create narratives and events that highlight Pembroke Dock's history and ongoing revitalisation, instilling hope and pride within the community, contributing to a more positive outlook on the town's future.
- Regional Integration - through strategic marketing campaigns and improved data collection, fostering a sense of regional cohesion by attracting visitors from across Pembrokeshire, enhancing the community's exposure and potentially boosting local pride.
- Measurement and Understanding - by improving data collection methods, be able to gain a clearer understanding of local engagement levels, enabling better-informed decisions to enhance community well-being through targeted initiatives.

Promotion of Welsh Language:

- Bilingual Events - organise events and activities that are conducted in both English and Welsh, encourage the use and appreciation of the Welsh language within the community.
- Welsh Language Workshops - host workshops or classes that teach Welsh language basics or offer opportunities for practice, inviting community members to engage and learn in an inclusive environment.
- Incorporating Welsh in Exhibits - introduce bilingual signage, descriptions, or materials in the museum exhibits, showcasing the importance of Welsh language and culture in Pembroke Dock's history.
- Collaborations with Welsh Language Groups - partner with local Welsh language advocacy groups or schools to co-create events or initiatives that specifically focus on promoting and preserving the Welsh language.
- Cultural Celebrations - organise cultural celebrations or festivals that highlight the significance of Welsh language and traditions, encouraging participation and fostering community pride in the language's heritage.
- Outreach and Education - engage with schools to introduce Welsh language activities or lessons, inspiring younger generations to embrace and use the language in daily life.

Desired Qualifications:

- Experience in community engagement, event coordination, or heritage-related fields.

- Excellent communication skills and the ability to engage diverse demographics.
- Proficiency in Welsh language preferred.
- Strong organisational and project management abilities.
- The candidate will be asked to complete an enhanced DBS check.

Impact Assessment:

- Metrics: Increased footfall, positive feedback, altered perceptions, and improved data accuracy.
- Enhancing cultural connections and community engagement.

Join us in fostering a culturally enriched, engaged community in Pembroke Dock.

Application Deadline: February 2024 **Contact:** outreach@pdht.org

Note: Detailed duties and responsibilities may evolve to suit organisational needs.

This job description seeks an enthusiastic, community-focused individual eager to shape Pembroke Dock's cultural narrative, fostering inclusivity and heritage pride while promoting Welsh language activities within the community.

