



Discover Heritage Careers: Facilitators notes

Aim

To raise awareness of the Heritage sector as an employer and the skills needed to work in the Sector

Learning outcomes

- To be able to **understand** what Heritage is
- To **explore** why Heritage is a great career for young people and how it contributes to society and our communities
- To **learn** about the main job areas and be introduced to a few roles and understand how they relate to each other to operate a visitor attraction

Resources required

- Heritage Sector PowerPoint
- Job Profiles
- Pens
- Paper

How to Deliver

This resource guides you and your students through an exciting interdisciplinary project. Using careers in the heritage sector, your students will build on their knowledge, develop transferable skills and discover the diversity of job roles in the heritage sector, a sector which spans construction, tourism and the creative industries.

The resource is aimed at S2-S4 students and is linked to the 3rd/4th level of the curriculum.

This resource has been developed to be delivered over 2 x 50-minute sessions. However, activities can be used on their own to support sessions or extra-curricular activity.

Section 1: What is heritage

This section contains two activities: a discussion and a quiz.

Activity 1: Discussion (allow 5-10 minutes)

Slides 2-4

This section is to initiate discussion and start your students thinking about heritage and all the roles it plays in society and our communities. This activity can be carried out as a class or in small groups.

Challenge questions:

- What do you know about the heritage sector?
- What does heritage mean to you?

Introduce sector via images on the slide 2 and ask members of the group to shout out what the images mean to them, is there any surprises? why are they included in this slide?

Images are (left to right) The Kelpies, tartan, highland cow, Edinburgh Castle, Inn Bru, bagpipes, Orkney Standing Stones, Culloden

Show the group slide 3 Discuss the images. What do they think they are? Can they think of any other examples of heritage?

Images are (left to right) Decorative Ceiling, moving large artworks, Castle of Light: Edinburgh Castle, Traditional construction craft skills, Digital scanning, The Engine Shed, Archaeology, Riverside Museum/Tall ship, Glasgow, Traditional Craft Skills

Slide 4

Heritage is more than old buildings and monuments it is all these things

Heritage is...Design

Heritage is...People

Heritage is...Technology

Heritage is ...Places

Heritage is...Discovery

Heritage is ...Scotland

Activity 2: Quiz: What do you know about heritage? Slides 5-11 (5-10 minutes)

Six, fun multiple choice, general knowledge questions.

Q1 Where can we find the world's oldest football

Answer: C Stirling Smith Museum

Note: The World's Oldest Football was made in Stirling and discovered behind the panelling of the Queen's Chamber in Stirling Castle, which was decorated in the 1540's. Mary Queen of Scots was there at this time and later in life was known to have an interest in all sports but especially golf and football. You can see this same football in the Stirling Smith Museum.

Q2 Approximately how many Castles are there in Scotland?

Answer c) Thousands

Note: How many can members of the group name?

Q3 How old is the archaeological evidence of people living in Scotland?

Answer B - 12,000BC

Note: What was found?

Q5 What is Scotland national animal

Answer C – Unicorn

Note: Why do you think it's a unicorn? What else could it be?

In Celtic mythology, the **Unicorn of Scotland** symbolized innocence and purity, healing powers, joy and even life itself, and was also seen as a symbol of masculinity and power.

Q6 Which of the following is one of the main reasons given by tourists for visiting Scotland

Answer A – History and Culture

Note: What's your favourite thing about Scotland? What's your favourite place in Scotland to visit? Why?

Q6 How many 3D models of buildings are online

Answer C: Over 200

Note: This model is of Caerlaverock Castle near Dumfries. It was one of the chief seats of the Maxwell's, one of the great noble families in Southern Scotland. It was besieged by the English during the Scottish wars of independence.

3D scanning

We 3D scan heritage sites to help plan their maintenance and care, and so visitors can experience the site if they aren't able to visit. Teachers can use these 3D [models](#) to help teach subjects including history, CDT, religious studies. Many heritage sites are at risk due to climate change. These 3D models may be all that's left of a site in the future, so they are useful way of recording the past.

Section 2: Heritage Jobs

This section introduces your students to the variety of roles in the heritage sector and the skills needed to do these roles. The aim of this section is to show students there is a job in heritage for everyone, should they be interested. There are three activities as part of this session.

Activity 1: Discover Heritage Careers introductory video (5 minutes)

Slide 13

This video will consolidate your students learning from the first section and will introduce job areas and roles using interviews with current heritage staff.

Activity 2: Stand up game (5 minutes)

Slide 14-15

Using the PowerPoint explain that young people should stand up when they agree with a statement presented on screen. Reveal one at a time. This activity can be done on teams, with your students raising a hand instead.

The aim of this game is to highlight some skills and qualities that could lead you into this sector. This is to make the group feel included, and that even now they have something to offer. The outcome should be everyone in group standing or with their hands raised.

Statements are- Stand Up if you;

- *Are Creative?*
- *Love New Technology?*
- *Like Research and Problem Solving?*
- *Want a varied work environment?*
- *Love Teamwork?*
- *Like to fix things?*
- *Want to protect the environment?*
- *Would like a fun and exciting job?*
- *Want to promote Scotland*

Congratulate everyone and highlight the purpose was to show them they already have some of the skills and qualities needed for this sector.

Activity 3: Design a visitor attraction

The Brief

You have been asked by Scottish Government to design and open an exciting new visitor attraction that tells the story of your local area, that reflects the local community and attract visitors to the area.

The Task

Work in groups to explore the three stages of this task.

For each stage below think about and list all the different jobs that would be needed. Use the job profiles in the appendix and slide 15 (which lists some job roles and links to some careers videos) to help you but include other jobs that you'll need too.

Stage 1: Planning

- Chose a location and design your visitor centre

Think about....

Where will your new visitor centre be?

Some examples could be:

- a historic building such as a church or castle
- an unused space such as an old shop or derelict piece of land
- shared space in a local library or community centre
- a new building in a green space such as a park or battlefield

What planning and building work will you need to do?

You might need to consider:

- If it is on a historic site or building will you need to do any archaeology or restoration work? Who would you need to employ to do that work?
- What facilities will you need to have in the visitor centre (e.g. toilets, café, displays)
- What are the different job roles you would need?

Ideas:

- Look at a map of the local area to identify a venue
- Go out for a walk and explore some places you could use
- Get Creative – plan or draw your new visitor centre
- Research visitor attractions-what do they offer?

Stage 2: Getting Ready

- Get ready to open your new visitor centre to the public

Think about....

What facilities will you need?

- Think about the different types of services you will need to provide, and who provides them
- What exhibitions and objects will you display? And how will you make sure it's exciting and accessible?
- How will you raise income to support your visitor attraction?

How will you tell your local story?

- How will you present your information in an accessible and exciting way?
- Will you need any special displays or exhibits?
- Will you need to manage any outdoor areas?

Ideas

- List the types of groups who will visit, what different facilities and services will each group need (some examples are families, school classes, senior citizens and people with disabilities)
- Carry out a survey with friends and family to find out what they would want

Stage 3: Opening

- Running a successful visitor attraction for locals and tourists

Think about

Services you'll need to provide to the public:

- a warm welcome and excellent customer service
- a safe environment (for displays and visitors)
- catering
- digital services such as a website and social media.
- What staff would you need to employ?

How will you attract new visitors and earn money to keep running?

- Think about a Marketing and Social Media Campaign
- Plan some exciting activities and events
- Could you get sponsorship or apply for a Grant?

Ideas

- Research some other heritage visitor attractions online – what services, events and activities do they offer?
- As young people what would make this an exciting place to visit with your friends?
- Design a leaflet or website to promote your new attraction

Section 3: Further information

Slide 18-20

Your students can research further information about heritage careers on the following sites:

[Discover! Creative Careers.](#)

[My World of Work](#) for further information on sector and future focus

Evaluation

The activity in this resource has been piloted by DYW in secondary Schools. To help us improve and evolve this resource we would be grateful if you could complete this [short survey](#)



Appendix: Role Profiles

To be used in the 'Design a visitor centre activity'

- Volunteer Co-ordinator
- Architect
- Conservation Officer
- Heritage Manager
- Events Manager
- Conservator
- Curator
- Technician
- Stone Mason
- Retail Assistant
- Administrative Assistant
- Digital Content Manager
- Archaeologist
- Learning and outreach manager
- Visitor Assistant

Volunteer Co-ordinator



The Job Role

I involve volunteers in the work of my organisation and ensure they have a positive and fulfilling experience. This involves finding tasks for volunteers to do and taking responsibility for recruitment, training and supporting volunteers.



Skills Required

People Skills

Organisational Skills

Communication Skills

Problem Solving Skills



Pathways into This Job

Skills and experience are important in this role. Experience of volunteering, working with volunteers and managing volunteers are essential. Useful qualifications include volunteer management, learning and development or working with communities, working with young people



Useful subjects

English, Maths



Future Focus

How we engage and communicate with volunteers is changing. There is a rise in online micro volunteering and using social media platforms to attract and communicate with volunteers.

The Job Role



'Architects in the heritage sector work with traditional buildings for maintenance projects, designing alterations or additions or undertaking redevelopment of buildings to ensure they continue to be used. They use specialist construction knowledge and skills to ensure buildings are safe and fit for purpose whilst keeping their character.'

Skills Required



Analytical Skills

Drawing Skills

Attention to detail

Problem Solving

Pathways into This Job



There are many pathways into this job. You could undertake an apprenticeship, or an honours degree recognised by the Architects Registration Board (ARB) or Royal Institute of British Architects (RIBA)

Useful subjects



English, Maths, Physics, Art and Design

Future Focus



Technology will continue to make it easier to create designs.

Conservation Officer



The Job Role

I inspect and survey historic sites and buildings and make recommendations to help protect them. I provide advice to owners and the council on what is required to look after historic buildings and provides recommendations on decisions related to historic buildings or developments in historic areas. I work with trades people to carry out work to protect historic sites. And I source grants to help fund conservation work.



Skills Required

Planning Skills

Attention to detail

Communication Skills

Organisational Skills



Pathways into This Job

A qualification in one of the following subject's **archaeology**, history, architecture, building conservation, construction, civil/structural engineering, heritage management, planning, surveying



Useful subjects

English, Maths, Practical Technologies



Future Focus

Technology will make it easier to identify problems

Heritage Manager



The Job Role

I have overall responsibility for preserving and providing access to historic sites and landscapes so the general public can enjoy them for years to come. This is a varied role with broad responsibilities including managing staff and volunteers, managing budgets and raising money, developing new ways to present the site to maximise visitors' enjoyment, ensure high standards of site maintenance, customer service and health and safety.



Skills Required

People Skills

Communication Skills

Problem Solving

Project Management Skills



Pathways into This Job

Qualifications in the following areas are useful: business administration, archaeology, countryside or estate management, education, heritage or museum studies, library and information services, business-related subjects, especially finance. There is also a vocational pathway available via the MA Cultural and Venue Operations.



Useful subjects

English, Maths, business related, history



Future Focus

Technology is playing an increasingly important role in heritage organisations and it will be the role of the Heritage Manager to ensure their organisations has the skills to be able to make the most of opportunities and are not left behind.

Events Manager



The Job Role

I work in a fast-paced environment where every day is different. I plan and organise a range of events which could include conferences, seminars, exhibitions and corporate events. I manage the whole process from the planning stage, right through to running the event and post event evaluation. This is a 'hands on' role which involves working as part of a team to identify event requirements, produce detailed plans, manage and co-ordinate suppliers, help promote events, and brief staff and volunteers



Skills Required

Organisational Skills

Attention to detail

Communication Skills

Project Management Skills



Pathways into This Job

There is no typical route to becoming an event manager. Skills and personal qualities are important in this role and useful qualifications include the diploma in Cultural Venue Operations and qualifications in event management as well as work experience in delivering and managing events.



Useful subjects

English, Maths, hospitality



Future Focus

Increasing role of technology in events.



The Job Role

I protect and restore historic objects and items of cultural importance. I understand why items deteriorate and how to give them a new lease of life for future generations. I may work in a private studio, a museum or other heritage venue, or I may be self-employed. Conservators tend to be specialised in an area e.g. furniture, art, archaeology, ceramics, natural history, textiles, paper or machinery



Skills Required

Attention to detail

Patience

Problem Solving

Organisational Skills



Pathways into This Job

A degree in conservation followed by a work-based placement is the typical entry route to this job. You can enter at a technician level by undertaking the Conservation and Collections Care Technician's Diploma which is a work-based qualification



Useful subjects

English, Maths, Chemistry, Art



Future Focus

Technology will play an increasingly important part in helping to identify problems and to find and test solutions.



The Job Role

I look after collections of objects in a museum and I'm responsible for how they are used to bring history, culture and art to life for the public. It is a varied job and may involve researching the collections, writing publications, creating exhibitions, delivering talks and other educational activities and working with volunteers



Skills Required

Research Skills

Organisational Skills

Communication Skills

Teamwork Skills



Pathways into This Job

A degree in a relevant subject is the most common way to enter this job although relevant work experience is also important. There are vocational routes available in the form of apprenticeships, traineeships and internships. Another common pathway is to get experience through volunteering



Useful subjects

English, Maths, history



Future Focus

Technology is playing an increasing role in recording object information, engaging with audiences and delivering learning online



The Job Role

I install, maintain, repair exhibits and exhibitions. I use detailed plans supplied by designers and architects to build and set up displays and fixtures. Depending on my area of work I may work as an electrician, a carpenter or an audio-visual specialist.



Skills Required

Technical Skills

Attention to detail

Problem Solving

Team working



Pathways into This Job

The best route is through a Modern Apprenticeship in a related subject e.g. joinery.



Useful subjects

English, Maths, Design and technology



Future Focus

Exhibitions, exhibits and displays are increasingly using interactive digital content and having the skills to maintain these displays will become a core part of the technician job.

Stone Mason



The Job Role

'I cut and prepare stone to build, conserve, maintain and repair stone structures. My work is varied, and I can work on historic buildings, monuments, houses and statues. I have learned traditional masonry skills and enjoy working with my hands, although sometimes I use machinery to help with my work.



Skills Required

Planning Skills

Attention to detail

Problem Solving

Creative



Pathways into This Job

The best route is through a Modern Apprenticeship. The best route to become a qualified Stonemason in Scotland is through a Modern Apprenticeship. Some stonemasonry companies may give individuals employment as a Labourer, to gain industry experience and in-sight, before offering an apprenticeship.



Useful subjects

English, Maths, Practical Technologies



Future Focus

Technology will make it easier to identify problems and to make complex parts. But much of my role will stay constant which is one of the beauties of the job.

Retail Assistant

Job Profile



The Job Role

I work as part of a team with staff and volunteers to provide a high level of service to customers in the shop by providing advice and assistance, ensuring the shop is well stocked and tidy with products that are linked to our sites and suggesting product lines and promotions. Duties include cash and card handling, operating a till system, general housekeeping duties and handling enquiries.



Skills Required

People Skills

Attention to detail

Communication Skills

Teamwork



Pathways into This Job

Skills and experience are important in this job. The main pathway is work experience in retail or customer service.



Useful subjects

English, Maths,



Future Focus

Technology is increasingly used to manage stock control and analyse customer behaviour.

Administrative Assistant



The Job Role

I provide support to the organisation. I can work on lots of different tasks at any time including greeting visitors, answering phone calls, organising meetings and producing documents



Skills Required

Communication Skills

Organisational Skills

Attention to detail

ICT Skills



Pathways into This Job

There are many pathways into this job. You could undertake an apprenticeship or do a college course in business administration.



Useful subjects

English, Maths, ICT



Future Focus

Administrative tasks will increasingly be moved online so ICT skills will be important

Digital Content Manager



The Job Role

I am responsible for building and managing my organisation's online presence. I create and schedule content to be shared online to meet the needs of our visitors and other audiences. I decide which platform is best suited for which piece of content. I will analyse data to see how our audiences are using the content.



Skills Required

Writing Skills

Creative

Research Skills

Organisational Skills



Pathways into This Job

There are several pathways into this job. A qualification in digital communications or media management will provide you with useful skills. A modern apprenticeship in digital marketing will provide you with the knowledge and work-experience to enter this line of work.



Useful subjects

English, ICT



Future Focus

The role of the Digital Content Manager will change as technology changes and we become able to increasingly interact online with our audiences.

Archaeologist



The Job Role

My role involves identifying and surveying archaeological sites, working on digs, recording sites using detailed notes, drawing and photography and analysing finds



Skills Required

Organisational skills

The ability to work independently

Communication Skills

Research Skills



Pathways into This Job

Pathways tend to be through University. Useful qualifications include archaeology.



Useful subjects

English, Maths, Science, Humanities



Future Focus

The role of technology in surveying and recording.

Learning & Outreach Manager



The Job Role

My role is to organise and deliver learning activities often working with external community groups in my venue and in other locations



Skills Required

Communication skills

Ability to engage with diverse audiences

Ability to work independently

Organisational skills



Pathways into This Job

Skills and experience are important pathways into this job. You can get experience working with diverse audience through volunteering. Useful qualifications could be community learning and development,



Useful subjects

English, Maths



Future Focus

The role of technology in providing learning and engagement experiences

Visitor Assistant



The Job Role

My role is to welcome visitors to the venue and provide good customer service. I am also responsible for maintaining the security of the venue and collections



Skills Required

- Communication skills
- Ability to engage with diverse audiences
- Ability to work independently
- Organisational skills



Pathways into This Job

Skills and experience are important pathways into this job. It is important to get experience in a customer service environment. There are also apprenticeships in cultural venue operations that may be useful.



Useful subjects

English, Maths,



Future Focus

The role of technology in providing a visitor experience