



The Friends of Herculaneum Society

Shaping the way the world understands Herculaneum

Establishing a position for a Public Education Co-ordinator at the
International Centre for the Study of Herculaneum
Ercolano, Italy

Job title: Public Education Co-ordinator

Aim of role: To create exciting new opportunities for people of all ages, local and international, to learn about Herculaneum's fabulous heritage. The postholder will be based in modern Ercolano as part of the International Centre for the Study of Herculaneum, working also with a range of prestigious international partners.

Fundraising target: €60,000 (covers gross salary and associated costs over a 2 year period)

Background: The Herculaneum Centre (www.herculaneumcentre.org) has been active in modern Ercolano and the Bay of Naples since 2007, thanks to the support of its three institutional partners (Soprintendenza Speciale per i Beni Archeologici di Napoli e Pompei, British School at Rome, Comune di Ercolano). It has close links to the Herculaneum Conservation Project team, which has carried out conservation activities at the archaeological site since 2001. After the spectacular progress achieved by the HCP, the urgent need now is to secure a stable future for Herculaneum. This fabulous World Heritage Site has unlimited potential for education and enjoyment, if it and its surroundings can be responsibly developed. The Centre is ideally placed to play a vital role in this effort.

Five strategic areas have been identified: Participation, Capacity Development and Training, Research, Sharing information/Access and creating a "Think Tank". This new position speaks directly to several of these areas. Effective public education will broaden access and knowledge, create leverage by teaching other teachers, help identify new business partners, and build both capacity and sustainability.

The Friends of Herculaneum Society (www.herculaneum.ox.ac.uk, herculaneumfriends.org) has worked with the Herculaneum Centre for some years. One of its charitable objectives is to raise public awareness of Herculaneum's importance. After consultation with the Centre it has proposed this Public Education Co-ordinator post and undertaken to raise funds to cover the costs for the first two years.

Main duties:*Planning and monitoring*

- Work with Centre Director, Manager and Activities Coordinator to assess needs and help draw up a strategy for the next five years for promoting awareness of Herculaneum's heritage and providing learning opportunities for a wide range of interest groups
- Work towards the sustainability of the public education programme by generating new sources of income, so that after an initial two-year period (or sooner) the role is totally or partly self-financing
- In particular, focus on (a) continuous professional development for practitioners who themselves provide learning experiences ("training the trainer"); (b) packages for adult cultural heritage tourism groups; (c) packages for school excursions; (d) promotional materials especially the development of social media, web microsites and print materials.
- Provide effective monitoring of new activities to inform future development of the role

Implementation

- Promote and publicize learning activities effectively through a range of media
- Raise awareness of the capacity development initiative
- Liaise with partner organizations and service providers for an efficient implementation of activities for the first two years of the five year strategy
- Develop learning resources in a range of media and carry out learning activities directly where appropriate

Contributions to regular coordination meetings and reporting procedures will be an important aspect of the appointment. The small size of the Centre's team means all members, including the successful candidate, will have to be flexible and willing to also carry out day to day tasks.

Hours and duration: this consultancy post will require flexible working hours according to the activities organized but will equate to a full-time post in terms of level of commitment. The appointment will be structured around specific tasks which must be completed within a two-year timeframe (including a trial appointment of 3 months). The post holder will be expected to contribute to finding sources of funding for the Centre that will enable the role to be partly or totally self-funding for a further period.

Reports to: the Manager of the Herculaneum Centre but daily liaison with the Activities Coordinator

Working relationships: the consultant will work with the Herculaneum Centre team and its partners, in particular with the Herculaneum Conservation Project for activities on site and the Friends of Herculaneum Society.

Education and work experience required:

- Fluent Italian and English
- Holder of an Italian 'Partita IVA' or equivalent tax regime for freelance consultancy
- Degree in a subject related to heritage (for example, archaeology, heritage studies, art history, conservation, ancient history, architecture etc.) or in an education-related degree with post graduate specialization in heritage
- Minimum of three years working in the field of heritage
- Specific experience of planning and implementing learning initiatives

- Computer and organizational and people skills
- Preferred: experience in the areas of heritage interpretation, teaching and/or outreach
- Preferred: in-depth knowledge of Herculaneum and the Vesuvian area
- Preferred: work experience of the Bay of Naples area
- Preferred: official tour guide registered with the Regione Campania
- Preferred: driving licence

If you are interested in this funding opportunity please contact Professor Robert Fowler

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