

Messaging for heritage

Want to consider a career in museums, or such heritage organisations as the National Trust or English Heritage? Perhaps you want to head for a career in marketing and communications or web curation? Or maybe you'd like to dabble in journalism? Either destination, this internship will allow you to lead on the production of a marketing campaign that best communicates the core beliefs of the Cornwall's Maritime Churches Project. Essentially you will be creating a campaign around storytelling those maritime narratives that you find most compelling, across the Cornish coastline. You will organise and coordinate a campaign that will stretch across print and online platforms whilst considering how you can showcase events and research through radio, film and tv. You may even want to organise your own press event!

Most importantly, you will also pioneer the project's methodologies for engaging with the outdoors. We want the film to be creatively interactive with the coastline – the historic landscape that you would be capturing. Like the aim of our films, we want you to raise awareness of the 'untold stories' and encourage young people to use physical activity as a component of researching the historical environment. You may want to make use of the project's partnerships and future events that endorse kayaking, sea swimming, sailing and walking (amongst other coastal activities) and tell your stories from, quite literally, the perspective from the sea. This project is about people, and telling their stories that are so closely entwined with the Cornish coast and preserved in coastal graveyards – or even in the churches themselves. From those involved with smuggling, Barbary piracy and naval conflicts to those more marginalised BAME narratives, there is an abundance of stories, which can feed a particular theme, or current political message that you would like to expose. This short audio-visual film should be cutting-edge and bold, using the project's archive of images, archive and manuscripts to evidence what you are saying.

More about the project...

We are a HLF Young Roots project that started in January 2019. We have 10 case studies across Cornwall, in the form of maritime churches and have been pioneering methods of 'outdoor' research by encouraging all our researchers to explore the sea and its narratives associated with the churches, via mostly water sports and walking. We are now entering our next and final stage of the project that continues to use these methods of research, whilst disseminating them through film. We shall have a local film company to help guide you and offer support – both practical and theoretical, if needs be. We would like every church and a narrative associated with its maritime history to be captured in either one or a series of films. Our research on Barbary piracy has already been featured in BBC Radio 4 and BBC Spotlight reports, so we suggest a report as the most suitable style (although we are open to another form of film, if it can demonstrate all our desired factors).

To bear in mind...

You will need to ensure your campaign is suitable for multiple online platforms. For instance, the film will need to be suitable for the project's online film library, its social media channels as well as featuring on the Churches Conservation Trust's Google Arts and Culture platform and the South West National Trust website.

AND CONSIDER

This role involves the working with a range of new digital features for the project's WordPress platform – working to raise the profile of their content across the web whilst maintaining the website with the many volunteer departments. Think about how you can use Twitter tours, animated GIFs, online trails and Instagram stories to tell stories.

Use our research wisely and to the full extent. We have film workshops going on simultaneously, involving screen writing and film editing sessions. Use these to think 'outside the box'. For instance, if you are interested in creating a more environmentally focussed campaign, think about the recent project film 'Shipwrecking Nature' which talks about the Torrey Canyon disaster of 1967 where 120,000 tons of crude oil was spilled following the oil tankers shipwreck. Moments like this have dramatically changed our landscape and the people who live there, impacting how they treat the church as a place of refuge. For this particular disaster, the church was used as a care centre for wildlife. We want you to find the stories that interest you and make our project more emotive to humanity. Perhaps this is responding to recent news stories – from Brexit, or Greta Thunberg's environmental activism. Be creative!

Take note of our events and academics...

We have a 'floating lecture' series coming up at the end of March, which will consist of academics talking about their research but quite literally from the sea. We are organising kayaking, sea swimming and walking events. Dr Jo Esra talks about Cornish captives being stolen from the coastline by North African pirates on a sailing boat whilst Dr David Gange (author of The Frayed Atlantic Edge) speaks of community stories he discovered whilst kayaking from Shetland to Cornwall.

Helpful sources:

<https://cornishmaritimechurches.co.uk/>

<https://www.downsouthpov.com/>

<http://cornishstory.com/cava/>

<https://artsandculture.google.com/partner/the-churches-conservation-trust>

Overall your role could be...

Duration: March to June

- Overseeing social media PR strategies with the project's social media accounts
- Use Facebook and Instagram Lives to deliver all behind the scenes material and trailers for the YouTube channel
- Work with the film makers to promote the YouTube channel
- Work with the photographers to regulate Instagram and all social media
- Use Hootsuite, the scheduling platform to schedule all social media
- Regulating social media content
- Maintaining the website's blog
- Building relationships with the media, heritage organisations and collaborating bodies
- Writing press releases and calling around whenever you're trying to generate publicity
- Overseeing content production (adverts, videos, social media and online PR stunts)
- Helping with the organisation of events, from conferences to workshops / lectures