



Placement Role Description Visitor Survey Placement February/March 2019	
Purpose of the Role	To assist the Marketing Team at The JORVIK Group by undertaking exit research surveys at The JORVIK Viking Festival to gain valuable information about our visitor trends that help us to develop our visitor experience, marketing and services.
About The JORVIK Group	The JORVIK Group is owned by the York Archaeological Trust and runs five attractions in York city centre. Find our more http://www.thejorvikgroup.com/
Main Tasks	To conduct pre-written exit research surveys with members of the public who have visited The JORVIK Viking Festival events and JORVIK Group attractions
Skills/Requirements	Placements will need to be confident initiating interaction with a wide range of the public so should have an outgoing and friendly personality, strong conversational skills and be able to communicate in a polite and engaging manner. Previous visitor survey experience would be useful but full training will be given.
Areas of interest	This is an ideal role for anyone seeking marketing experience or those interested in visitor trends in museums.
Person you can report to.	The Head of Volunteering & Marketing Manager will act as your main point of coordination. Further daily support will be given from the Site Managers at the attractions.
Induction and Training	It is helpful for placements to be available for the training day on 13 th February to learn some of the information needed for the role. Please do talk to us if you would like to undertake the placement but are unable to attend this day.
Hours & Availability	Usual hours are 5 full days (11 -3pm) Monday – Sunday in one continual block from 20 th – 27 th February.
Location	This role will take place across a range of our city centre attractions.
Uniform	You will be given a branded shirt to wear which we ask you to team with smart, dark trousers/a skirt and smart, dark shoes.