

Introduction

Heritage marketing has at its core the need of an organization of getting connected with its customers, generating empathic connections through the use of narrative universes. The project's objective is to identify key competences of a new professional, innovative and creative figure, able to make the most out of values and stories: the heritage marketer. As well, MARHER project has these specific objectives:

- 1) Definition of a new professional figure: the Heritage Marketer.
- 2) Creative and innovative training, able to support SMEs.
- 3) Improve employability.
- 4) Improve the competitiveness of EU companies.

Here it is represented the definition of a new professional figure: the Heritage Marketer.

Through Intellectual Output 1 (IO1 – The best stories in Europe – a collection of Heritage Marketing best cases) project partners collected a series of European best cases of Heritage Marketing as project data-set and benchmark for developing the following Skill-Set Framework. 34 best cases of Heritage Marketer have been collected from four different European countries.



Fig. 1. Best cases examples from Lithuania

Methodology

The European Heritage Marketer Skill-Set Framework describes as result of the methodology:

Preliminary list of competences, Literature review, Inventory of best practices, Thematic analysis of best practices, Framework development (Fig.2).

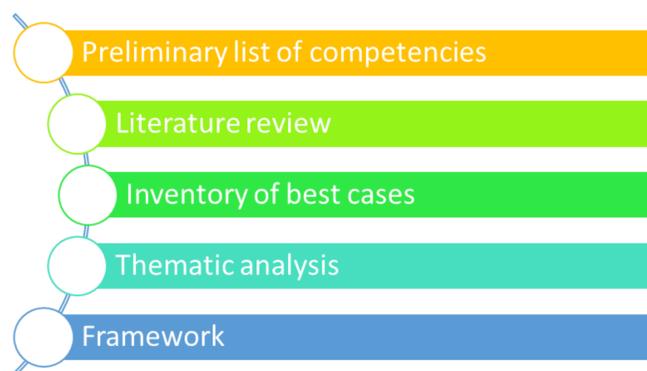


Fig. 2. Phases of the study that have led to the Framework of Heritage Marketer

Results

As figure 3 shows, in the European Heritage Marketer Framework, there are four core competences groups: Enveloping competences, Connecting competences, Centering competences, Grounding competences.

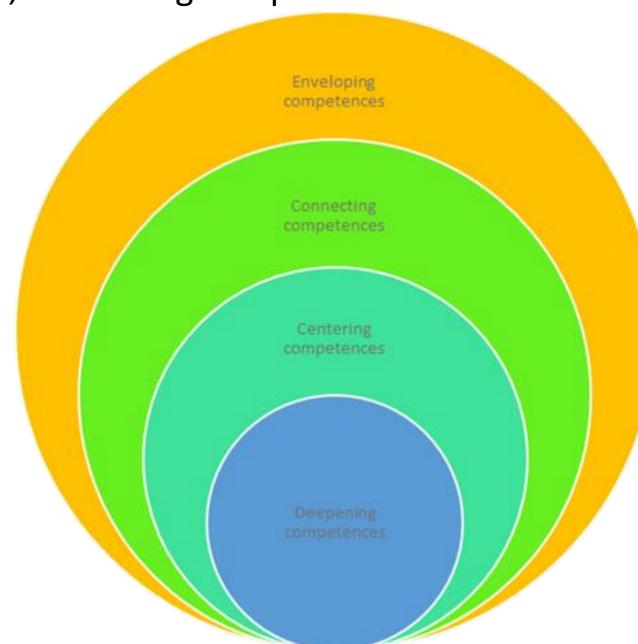


Fig. 3. The Skill-Set Framework structure

Main conclusions. The European Heritage Marketer Skill-Set Framework proposes a shared definition of Heritage Marketing in terms of core and relevant competences of it, with the aim to establish a bridge between training and work environment. The Heritage Marketer is a new European professional figure able to promote and communicate (inside and outside of the company to internal and external stakeholders) the history, identity and values of the companies organization through cultural heritage. Heritage Marketing consists in acting through the enveloping, connecting, centering and grounding competences that able to connect and transform the past to the future.