

Volunteer role description

Marketing and Social Media volunteer

What is a Marketing and Social Media Volunteer?

Marketing and Social Media volunteers help promote Folkestone Museum, its exhibitions, events and activities programme, schools offer and community outreach programme to the widest possible audience in creative and effective ways.

They work alongside the marketing officer to develop marketing campaigns, and to promote the museum through print, online and social media.

Responsibilities include

- Using social media to promote the museum including Twitter, Facebook, Instagram
- Writing blogs to promote museum events and exhibitions
- Creating on-line event booking forms and managing bookings using MailChimp
- Keeping marketing databases and email lists up to date
- Promoting the museum through mailshots to target audiences including schools
- Helping to plan and deliver promotional events at the museum and external venues
- Complying with GDPR
- Delivering posters, leaflets and other promotional materials around town

What's in it for you?

- Engaging people with their heritage and improving their health and wellbeing
- Meeting people from different backgrounds
- Learning about Folkestone history and sharing it with visitors
- Being part of a friendly and dedicated team
- Develop work-related learning skills in marketing, social media and events

What's involved?

- Gaining marketing, social media and event promotion and delivery skills
- Writing engaging and accessible text for different audiences
- Taking photographs and film
- Updating the museum website
- Managing databases
- Working with diverse audiences
- Being inspired by objects and stories in the museum collection
- Helping with museum visits and events

This role will suit people who

- Are outgoing and confident
- Enjoy meeting new people
- Have an interest in history and heritage
- Have good computer and written English skills
- Work well in a team
- Are creative

EXTRA INFORMATION

Your place of work

Folkestone Museum

Time commitment

We appreciate any time you are able to give and this role allows for some flexibility. We ask that people volunteer for two sessions a month although this can vary if required.

Volunteer Manager

This role will be managed by the Curator of Folkestone Museum.

Staff contact

As above.

Training/Resources

- Folkestone Museum induction
- Health and safety induction
- Role specific training

Expenses

Out-of-pocket travel costs between home and volunteering place will be paid up to a maximum of £5.50 per day, and other reasonable expenses agreed in advance.

DBS check

A DBS check is required for this role.