

**Volunteer Project 47, Marketing & Communications Volunteer**

<b>Role</b>	Marketing and Communications Volunteer
<b>Purpose</b>	<ul style="list-style-type: none"> <li>➤ To support the Marketing, Communication and Digital team to raise the profile of the museum</li> <li>➤ To provide administrative support to the marketing and communications department in delivering marketing and communications activities</li> <li>➤ To offer volunteers a unique opportunity to gain experience in marketing, public relations (PR), digital communications or a related discipline</li> </ul>
<b>Responsible to</b>	Marketing Manager
<b>Times/Dates</b>	Two days a week
<b>Location</b>	National Army Museum, Chelsea, London, SW3 4HT.
<b>Tasks</b>	<ul style="list-style-type: none"> <li>➤ Helping to develop PR and communications campaigns from creation to delivery</li> <li>➤ To update marketing statistical data including press coverage stats, social media stats, digital return on investment stats, visitor figure stats</li> <li>➤ To produce copy for press, marketing, and social media content</li> <li>➤ To support the production of PR and Marketing material and digital assets including video, sound recordings, images. Developing and editing assets so that they are fit for purpose</li> <li>➤ To support the administrative functions of the</li> </ul>

	<p>department including managing the hard copy media library, media clippings filing and reporting</p> <ul style="list-style-type: none"> <li>➤ To support the delivery of the daily ‘in the news’ update to all staff</li> <li>➤ To update department databases, including suppliers, awards</li> <li>➤ To update contacts on the Museum’s customer relationship management system (CRM – salesforce)</li> <li>➤ To acquire quotes from suppliers and liaise with them on production of marketing materials</li> <li>➤ To update the media listings contacts and send out a monthly listings bulletin</li> <li>➤ To help create media contact lists and research journalists, stakeholders and influencers</li> <li>➤ Helping with any photo calls and media announcement events.</li> </ul>
<p><b>Skills</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>➤ Excellent standard of written English</li> <li>➤ Ability to work independently and as part of a team</li> <li>➤ Methodical approach and very good attention to detail</li> <li>➤ Excellent interpersonal and communication skills</li> <li>➤ Good general ICT skills (word-processing, database and spreadsheet applications)</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>➤ Knowledge or interest in PR/Comms, marketing or digital communications</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Experience of undertaking marketing and communications campaigns</li> <li>➤ Experience of using a video camera, editing software</li> </ul>
<b>Support and Training</b>	<ul style="list-style-type: none"> <li>➤ Full in-house training will be provided that is specific to the role, which will include site induction, Health and Safety, Equality &amp; Diversity, Data Protection and specific computer applications as required.</li> <li>➤ Expenses: reasonable out of pocket lunch and travel expenses to and from place of work.</li> <li>➤ Volunteers' Handbook with helpful information.</li> <li>➤ Regular feedback meetings with designated supervisor.</li> </ul>
<b>Other key information</b>	<p>&gt; Hours/days of volunteering are flexible and will be discussed at interview. Mondays preferable but not essential.</p>
<b>Benefits</b>	<ul style="list-style-type: none"> <li>➤ Opportunity to develop practical knowledge and skills in aspects of marketing and communications and records management.</li> <li>➤ Working as part of a friendly and dedicated team.</li> <li>➤ Contributing towards the development of marketing and communications strategy for a national Museum.</li> </ul>
<b>Interested?</b>	<p>The opportunity is open to everyone aged 18 and over, but in particular we would like to hear from people applying for, or recently completing a graduate course in marketing, records management, or a related discipline.</p>
<b>Closing Date</b>	<b>12pm noon on Friday 24 August 2018</b>
<b>For an Application Form</b>	<a href="http://www.nam.ac.uk/volunteer">http://www.nam.ac.uk/volunteer</a>

