

## The Norris Museum – Volunteer Role Description

<b>Title:</b>	<b>Marketing and Promotion Volunteer</b>
<b>Role summary - why we need you!</b>	The Norris Museum needs an enthusiastic volunteer who can help promote it as a tourist destination as well as all the services it offers to schools, community groups and the general public. We want to share “good news” stories with as wide an audience as possible and connect with people via social media.
<b>Where:</b>	The Norris Museum and home based
<b>When:</b>	Continuously
<b>Commitment:</b>	2 half days/week To enable the best outcome for both volunteers and the museum, it is hoped that volunteers stay in their role for a minimum of 6 months.
<b>Duration:</b>	Ongoing
<b>Desirable Requirements:</b>	An interest in history and heritage and the work of museums. Good communicator / press experience. Knowledge of social media e.g. Facebook and Twitter. Literacy and IT skills. Ability to work independently and as part of a team.
<b>Duties and activities:</b>	Work with the assistance of the Curator and Assistant Curator to develop the marketing strategy and promotion of the museum to current and new audiences; maintain and increase the museum’s social media presence in an appropriate manner; maintain mailing lists; write press releases; send out promotional materials e.g. posters/flyers for exhibitions and events; assist with conducting feedback questionnaires ; attend occasional community events to promote the museum e.g. St Ives Carnival.
<b>What we will provide for you:</b>	Induction and Volunteer pack. Supportive friendly atmosphere. Opportunity to work on interesting, unique stories. Chance to make a positive impact on museum visitor figures and audience satisfaction. Regular update and input meetings. Regular supervision and annual Appraisal.

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<b>We hope you will:</b>	Have fun! Meet the time commitments and standards agreed. Give us as much notice as possible if you are unable to provide the support.
	Support and respect St Ives Town Council's Health and Safety, Data Protection and Equality standards
<b>Additional information</b>	Reports to : Curator
<b>How to apply:</b>	Please contact Curator Sarah Russell or Assistant Curator Gilly Vose <a href="mailto:info@norrismuseum.org.uk">info@norrismuseum.org.uk</a> 01480 497314 for an application form. Two references from individuals over the age of 18 in a professional capacity will be required.

Thank you for your interest in volunteering for The Norris Museum. Once we have received your application form, you will be invited to come in for an informal chat.

We very much appreciate our volunteers and do our best to make the experience with us enjoyable and rewarding.

**The purpose of this role description is to set out the reasonable expectations of both St Ives Town Council and the volunteer. The volunteering arrangement is not a legally binding one and may be cancelled at any time at the discretion of either party. This role is purely voluntary and is not intended to create an employment contract now or in the future.**