

What is a volunteer Marketing Lead?

Our Marketing Lead manages the museum's digital presence, creating and scheduling engaging content across platforms to attract visitors and promote events, with the support of volunteer Marketing Assistants. They play a key role in enhancing the museum's profile while ensuring that all online communications reflect our values and adhere to health and safety guidelines.

What's involved?

- Planning, drafting and scheduling event listings, blog posts, news articles and associated imagery into Wordpress website (could be done in batches, so all events could be set up in March, for example).
- Sharing content with the volunteer creating our newsletters.
- Batch creating and scheduling core social media content - 3 posts a week to Facebook and Instagram.
- Planning and creating ad hoc / campaign / previous or upcoming event content for website, newsletter and social media.
- Delegating some of this work to the volunteer Marketing Assistants accordingly.

This role will suit people who...

Have experience in marketing and want to expand their client diversity and support a local charity. You will need to be proactive and happy to shape the role around the museum's needs. Experience managing others and delegating work would also be a bonus.

What's in it for you?

- Broadening your marketing experience.
- Playing a key role in shaping the museum's digital presence.
- A proactive role that can be shaped to fit your lifestyle.
- Enjoying being part of a passionate team of volunteers.

Place of work: The Witney and District Museum and remote.

Time Commitment: Approx 4-6 hours per month.

Training: Training and support will be provided.

Expenses: Regrettably, the museum is unable to pay travel expenses. Purchases to support your role will be reimbursed if signed off in advance by management team.

This role is purely voluntary and does not create a legally binding arrangement or employment contract