



VOLUNTEER ROLE DESCRIPTION

Role title:	Social Media Volunteer
Role purpose:	<p>East Grinstead Museum is a unique and valued part of our community, telling the story of the town, and housing the extraordinary archive of surgeon Sir Archibald McIndoe, which attracts visitors from all over the world.</p> <p>The museum is a charity which, despite its importance to our local heritage, has very limited funding. The Trustees and Museum Manager rely on our large team of dedicated volunteers, who fulfill a wide variety of roles, to ensure the museum stays open.</p> <p>Social Media is a huge part of our role in telling our stories to all different audiences, both about the history of the town and the story of the Guinea Pig Club.</p>
Role description:	<ul style="list-style-type: none"> • Use Facebook, Twitter and Instagram to engage the Museum's audiences. • Work alongside our existing team to help maintain a social media plan • Create engaging digital content for our audiences • Answering enquiries on social media
Where:	At the Museum, or Remotely
When:	Flexible, but expected to be around 3-4 hours a week.
Attributes for the role:	<ul style="list-style-type: none"> • An understanding of different types of marketing and communications media, including electronic and social media. • To be able to communicate effectively, be articulate, with strong writing skills and the ability to feedback accurately • Ability to transform small snippets of information into interesting and engaging stories suitable for Twitter, Facebook etc. • The ability to work equally well in a team and unsupervised



	<ul style="list-style-type: none"> • Being fully aware that in this role your online presence also reflects on us – we do not expect you to share anything that compromises the Museum’s integrity e.g. offensive or discriminatory language or points of view.
<p>Commitment to you:</p>	<ul style="list-style-type: none"> • Full induction and ongoing training to enable you to carry out your role • Regular meetings for volunteer updates • Car parking • Free refreshments when you are on duty
<p>What’s in it for you?</p>	<ul style="list-style-type: none"> • Development of communication skills • PR and marketing experience • Social media development skills • References to add to your CV • Be part of a team of volunteers and meet new people • Increase your confidence and gain new skills
<p>Like the sound of this role</p> <p>Or,</p> <p>Not quite for you, but you would like to know more ...</p>	<p>Come in for a chat and a look round the museum, meet the team, have a taster session before you make up your mind.</p> <p>Why not ask about other opportunities in visitor experience, admin, IT, marketing and many more areas?</p>
<p>For more information, contact:</p>	<p>Jonathan Parrett, Museum Manager: manager@eastgrinsteadmuseum.org.uk 01342 302233</p>