**VOLUNTEER OPPORTUNITY**

**Role:**  **Marketing Volunteer**

**Where: Coventry Transport Museum**

**When: We would like the volunteer to commit to one day**

**a week for a minimum of 8 weeks. We can be flexible**

**with times and days**

**Are you passionate about marketing, arts and culture?**

**Do you want to get involved with the marketing team in our museums?**

**Are you enthusiastic, keen to learn and motivated?**

**Role Outline**

Culture Coventry requires the help of a motivated and enthusiastic volunteer to assist our Marketing Team with a wide range of fundamental marketing activities. The volunteer will be involved in both online and offline activities and gain invaluable exposure to marketing within one of Britain’s most exciting arts and heritage organisations on the lead up to the UK City of Culture 2021.

**Background information**

Culture Coventry is the trust that manages three of Coventry’s finest visitor attractions. Coventry Transport Museum, Herbert Art Gallery & Museum and the Lunt Roman Fort. The Old Grammar School and Coventry Archives are also part of Culture Coventry. Between them, the attractions proudly tell Coventry’s unique history.

**Main Activities**

* Conduct primary and secondary research on audiences
* Add to and maintain a variety of online listings
* Assist with the updating of websites
* Support the Marketing Team with distribution of printed collateral
* Assist with the creation of posts across social media platforms
* Support the creation of online exhibitions via Google Arts & Culture
* Occasionally support during key marketing events
* Support with various ad hoc projects and tasks

**Skills and Personal Qualities**

* Interest and/or experience working in marketing
* Good level of IT skills
* Interest and/or experience working in arts, heritage or attractions
* Good standard of written English
* Keen to learn and develop new skills
* Honest, reliable, hardworking and trustworthy
* Excellent communication skills with a polite and friendly manner
* 16 years of age and over



**What Is In It For You?**

* Relevant and varied experience in marketing
* Opportunity to make contacts and develop networks
* Great experience volunteering in a creative environment
* Reference for future employment

The role would primarily be based at the Coventry Transport Museum but on occasion you may be required to visit other attractions. The museum offices are open from 8.30am – 5.00pm. Interviews for this role will be held in November or December. This Volunteer Role will be supervised by the Communications Officer with support from the Volunteer Coordinator.

If you are interested in this volunteer role please contact Ruark Jon-Stevens, Marketing & Communications Manager with a brief letter/email outlining your interest in this role and attach your CV as soon as possible.

Email: ruark.jon-stevens@culturecoventry.com

**Ruark Jon-Stevens**   
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