

## **Volunteer Role**

### **Marketing and Engagement**

#### **Newtown Textile Museum**

Newtown Textile Museum is situated in the heart of the Newtown community. In the nineteenth century the area was occupied by hundreds of textile workers and our much loved museum is unique in mid Wales for bringing these lives and times to life.

We are staffed and run entirely by an enthusiastic team of volunteers who do everything from hosting when we are open, to creating new exhibitions, running spinning and weaving demonstrations and workshops and running our retail outlet.

#### **What we Need (role description)**

We are keen to recruit a volunteer with the creativity and expertise to help us with marketing and engagement. For the right person this will be an exciting role, one in which you will be able to introduce your own ideas. This role is key to the ongoing success of the museum in drawing the widest possible audience.

#### **Why we Need You**

With your help and guidance we want to build a sustainable marketing and engagement plan/strategy for Newtown Textile Museum. This is a great opportunity for someone to make a real difference to a small organisation by leading on this vital area of work. You will work with the full support of our committee and volunteers. Your direct line manager will be the museum's Chief Executive.

#### **When we Need You**

We are keen to recruit a volunteer to this new role as soon as possible. The museum is open to the public from May to September and there are related events that occur throughout the year. We need your help to promote the opening to our fabulous museum and our amazing forthcoming events and workshops.

#### **Hours and commitment**

You will be able to work flexibly, meeting with our committee members in Newtown or remotely via Zoom once a month. You can become full committee member if you wish and can contribute to the organisation in other ways if interested.

Much of your work can be carried out from home or from our Crew Room at the museum when we are open. You will need access to a computer and internet connection.

Ideally you will commit to this volunteer role for a minimum of one year, ideally for up to 3 years.

### **What you will be doing**

This is a range of tasks that you may undertake, but not necessarily all, as we will work with you to shape the role to suit you

- Bring your creative ideas and suggestions
- Develop the marketing and engagement strategy for Newtown Textile Museum
- Help build on the use of the most useful and relevant social media accounts/platforms
- Reach out to existing and new audiences- help tell and sell our amazing museum with it's historical connection to the flannel industry, our collection, exhibitions, activities and events
- Content creation for social media
- Build on the publishing schedule for the museum
- Write press releases
- Liaise with Newtown textile Museum website manager to update marketing information
- Create a regular publishing schedule
- Develop and expand the database of potential and existing museum contacts

### **Attributes and experience**

You will need to be an excellent communicator with a talent for networking and marketing. You will need to demonstrate an understanding of the role of social media in marketing and know how to use a variety of platforms to promote the museum.

Enthusiasm, good organisational skills, reliability essential

### **What we offer**

This is a fantastic opportunity to take on a project and lead on it for a small organisation. We will publicly acknowledge your support. You will add to the workings of a successful, newly accredited museum and work alongside a team of committed, experienced people.

Unfortunately the museum is not in a position to offer expenses to volunteers.

### **How to Apply**

If you would like to discuss this role or apply for it please contact

Andrea Grealy on 07588 547 114 or  
email:[volunteer@newtowntextilemuseum.co.uk](mailto:volunteer@newtowntextilemuseum.co.uk)

