

## Volunteer role description

### Marketing administrator

#### What is a marketing administrator?

Our marketing administrators support the work of the marketing department in a variety of ways, including creating marketing materials, handling press enquiries, undertaking valuable market research, data entry and other tasks involved in spreading the word about this amazing place!



<b>What's in it for you?</b>	<ul style="list-style-type: none"> <li>• Hands on marketing experience in a heritage / museum setting</li> <li>• Being a part of a small, dynamic and dedicated marketing team</li> <li>• The opportunity to undertake new projects and initiatives within the department</li> <li>• To be involved with a positive and engaging volunteer culture including social events, outings, forums and our volunteer portal - where volunteers are able to contribute blogs posts; join in discussions with other volunteers, sign up to sessions and access all the information you need as a volunteer online</li> <li>• References for people who volunteer with us regularly for more than 6 months</li> </ul>
<b>What's involved</b>	<p>Marketing administrators each have their own project areas within the department depending on their area of interest and availability. These include:</p> <ul style="list-style-type: none"> <li>• Events marketing</li> <li>• Social media</li> <li>• Press enquiries and PR</li> <li>• Digital asset management</li> <li>• Digital media and website management</li> <li>• Market research</li> <li>• Evaluations and reporting</li> </ul>
<b>This role will suit people who...</b>	<ul style="list-style-type: none"> <li>• Have an interest in marketing in the heritage and museum sectors</li> <li>• Have good computer skills, including Outlook, Excel and Word</li> <li>• Are comfortable with using digital and social media, such as WordPress, Instagram, Twitter and Facebook</li> <li>• Are able to pay close attention to detail and have good proof-reading skills</li> <li>• Have good written English</li> </ul>

	<ul style="list-style-type: none"> <li>• Are conscientious and hardworking</li> <li>• Are confident using the phone and composing emails</li> <li>• Are able to work independently or without assistance</li> </ul>
<b>Availability</b>	This is flexible as volunteers can come in for half a day or a full day per week, on Tuesdays, Wednesdays or Fridays
<b>Main Contact</b>	Erin Brudi, marketing and communications manager
<b>Training/Resources</b>	<ul style="list-style-type: none"> <li>• Regular support from the marketing team and relevant training on certain computer systems and programmes as needed</li> <li>• Full induction including health and safety procedures</li> <li>• All new volunteers have an introduction period, this is a settling in time of six weeks. At the end of this an appropriate person will catch up with you; this is an opportunity for both parties to reflect and make any adjustments to the role that are needed</li> <li>• Access to our volunteer's website, the "Volunteer Portal", including a blog, downloadable resources, rota and events page</li> </ul>
<b>Getting to the Palace</b>	<ul style="list-style-type: none"> <li>• The nearest tube station is Putney Bridge</li> <li>• The nearest Train Station is Putney</li> <li>• There are several bus stops in walking distance</li> <li>• We reimburse travel expenses up to £8 per session</li> </ul>
<b>What next?</b>	<p>Please get in touch by completing an enquiry form, available at: <a href="https://www.fulhampalace.org/get-involved/volunteer-at-fulham-palace/">https://www.fulhampalace.org/get-involved/volunteer-at-fulham-palace/</a></p> <p>If you have any questions you can contact our Volunteer Enquiry Assistants by emailing <a href="mailto:volunteer@fulhampalace.org">volunteer@fulhampalace.org</a> or telephoning 020 7751 2433</p> <p>Potential volunteers will be invited to an informal interview to discuss the role further in person</p>
<p>Fulham Palace values the involvement of volunteers; they enhance everything we are able to do. We are committed to offering volunteer opportunities of a high standard and welcome feedback.</p>	