

## **Volunteer Role: Social Media Officer Heath Robinson Museum**

The Heath Robinson Museum in Pinner Memorial Park opened in October 2016. It is the first Museum in the world to show the works of the artist, illustrator, cartoonist and painter William Heath Robinson. For more detail visit [heathrobinsonmuseum.org](http://heathrobinsonmuseum.org)

### **Purpose**

The Heath Robinson Museum's Social Media effort seeks to publicise the Museum's existence and activities:

- To encourage people of all ages to visit the Museum
- To build a community of support for the Museum among a variety of audiences
- To attract the attention of media professionals, especially in culture and tourism
- To promote the Museum's events and activities, ensuring good takeup
- To bring visitors in who may spend money in the shop, which supports the Museum

The Social Media effort comes under the Museum's volunteer Marketing and Fundraising Committee, which reports in to the Management Board. Apart from the paid Manager and Learning Officer, all those involved in the Museum are volunteers.

### **What's involved?**

The Social Media Officer will work with the Museum's Media Team, Manager, Learning Officer and Volunteers to build a Social Media presence which meets the above objectives. Tasks include:

- Becoming familiar with all aspects of the Museum's work
- Keeping abreast of developments in social media
- Producing and scheduling posts for the Museum's social media pages – Facebook and Twitter; possibly Instagram
- Generating new ideas for promoting the Museum, including tracking special days, watching the media and trending themes, and finding relevant images and messages
- If possible, taking photos and being around the Museum to keep in touch with what is going on
- Liaising with colleagues to ensure that publicity is coordinated across different platforms including PR and the website, and that relevant offers are promoted
- Possibly, advising on Facebook advertising.

## **What skills or experience will you need?**

You should:

- Understand the use of social media and their various audiences
- Be able to write clear, correct, interesting English
- Be computer-literate, friendly and positive, interested in people
- Be committed to equality and diversity
- Know how platforms work and be able to take advantage of their features
- Be able to take photographs and process them for publication
- Be well-organised, reliable, self-motivated and able to keep to deadlines

## **What's in it for you?**

Knowledge of Heath Robinson is not required, as you will receive a full induction. You will be able to use your skills and experience, perhaps in a different field from your previous work. You will be helping to contribute to the success of the Heath Robinson Museum. We are a friendly active volunteer team and there is plenty of opportunity to meet people and be involved in events.

## **How much time do you need to give?**

Approx. 5 hours per week, flexible.

We are looking for a minimum commitment of six months, but we hope you will stay for at least eighteen, as you will become more effective over time.

## **Location**

Writing, editing and posting can be carried out at home and it would also be useful if you can visit the Heath Robinson Museum in Pinner Memorial Park.

## **Contact**

For an application form or to discuss anything, please contact Veronica Chamberlain, Marketing and Fundraising Manager  
[veronica@heathrobinsonmuseum.org](mailto:veronica@heathrobinsonmuseum.org)



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