



## **Volunteer Role: E-Newsletter Editor**

### **Purpose**

The Heath Robinson Museum opened in 2016 next to West House, a community arts and cultural centre in Pinner Memorial Park. The West House and Heath Robinson Museum Trust, a registered charity, manages the two buildings.

The Trust depends on volunteers to achieve its objectives. The E-Newsletter Editor will help the Trust to keep supporters informed, achieve footfall and other targets and build a community of support for the Museum and West House. The current editor has done a great job with our main newsletter, but now wishes to hand over to someone else. We should also like to develop a Learning and Activities newsletter targeted at parents, and a Volunteers' newsletter.

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

The E-Newsletter Editor will volunteer in a communications team which includes the PR Officers, Social Media Officer and Website Manager, all reporting to the Marketing Manager.

Tasks include:

- Becoming familiar with the e-newsletter software, MailChimp
- Seeking to generate new sign-ups
- Producing newsletters to a timetable
- Writing short, interesting pieces promoting click-through to the website
- Sourcing stories and images
- Selecting images and laying out the newsletters
- Monitoring the newsletters' success including open and click-through rates
- Liaising with the Museum Manager and other staff and volunteers, to ensure that the newsletters support the Museum's activities

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

- Good writing skills, spelling, grammar and attention to detail

- Preferably a background in journalism or other writing
- Familiarity with computers, the Internet, manipulating copy and images; knowledge of MailChimp would be a great advantage; own computer essential
- Ability to create and keep to a timetable; good self-organisation
- Good interpersonal skills, in order to gain the best information from colleagues
- Interest in the mission of West House and the Heath Robinson Museum
- An interest in art and heritage

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

Volunteering with us is a great way of meeting people and learning something new. You will be contributing to the success of the Museum and to the local community, and ensuring that Heath Robinson gains the recognition his work deserves. It may also give you the chance to develop your skills in a new area of work.

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

Approx. 4 hours per week, depending on your availability. Because we are all volunteers, we understand that sometimes other things have to take priority, but hope that we can work together to ensure cover.

### **Location**

Working from home and visiting the Museum/West House from time to time. Attending meetings of the Marketing and Fundraising Committee in Pinner (approx. monthly).

### **Contact**

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



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