



Volunteer Role: Publicity 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

Purpose

The Heath Robinson Museum's publicity seeks to publicise the Museum's existence and activities:

- To encourage people of all ages to visit the Museum
- 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 publicity 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, everyone involved in the Museum is a volunteer. The Museum regularly produces posters and leaflets and is planning to produce banners in future. Posters need to be up, and leaflets need to be available, around Pinner and if possible further afield.

What's involved?

The Publicity Officer will work with the Marketing Manager and other Volunteers to ensure that our publicity does its job. Tasks include:

- Becoming aware of the schedule of exhibitions and events
- Identifying and making a list of suitable poster sites
- Maintaining a list of venues and finding new venues who will take publicity
- Arranging printing and laminating of posters and putting them up
- Delivering posters to others who may put them up
- Collecting leaflets and posters from printers
- Delivering leaflets to friendly venues such as cafes, shops, hotels and hairdressers

- Distributing leaflets to other volunteers who can distribute them

What skills or experience will you need?

You should:

- Be well-organised and reliable with computer skills (email, word, excel)
- Be friendly and outgoing, with good people skills
- Understand the importance of meeting deadlines
- Be committed to equality and diversity
- The use of your own transport would be helpful

What's in it for you?

Knowledge of Heath Robinson is not required. It is a great chance 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. 4 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

You will be out and about visiting venues and putting up posters. 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



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