



Volunteer Role: E-Newsletter Editor

Purpose

Our E-Newsletter Editor will keep our supporters informed about museum activity by sending out mailshots and newsletters. They will help the Trust to build a community of support for the Museum and West House.

What's involved?

- Becoming familiar with the e-newsletter software, Mailchimp.
- Loading email addresses supplied by colleagues and seeking to generate new sign-ups.
- Producing newsletters to a timetable: sourcing information and images; editing of copy and images as necessary; laying out 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?

We are looking for an organised individual with good writing skills, spelling, grammar and attention to detail. Experience manipulating copy and images would be an advantage. Good IT skills & own computer are essential. Training in Mailchimp will be provided.

What's in it for you?

Volunteering with us is a great way of meeting people and learning something new whilst helping support a local charity. Like all our volunteers, you will get a 10% discount in our shop, 10% off event tickets when purchased at the till & free entry to museum exhibitions.

How much time do you need to give?

Approx. 1 day per month.

Location

Role can be done from home.

Contact

Lucy Smith, Museum Manager; manager@heathrobinsonmuseum.org; 020 8866 8420