

John Bunyan Museum – Volunteer role profile



Role title:

Marketing Volunteers

Principle Function:

To assist in the marketing and promotion of the John Bunyan Museum and Library to develop its profile in the local community and the wider heritage sector, and to maintain group and individual visitor numbers

Duties:

Curator assistance

- To assist the Curator in delivery of the JBM Marketing strategy and plan
- To assist in maintaining the JBM marketing calendar
- Take part in the JBM Marketing Group

Materials and advertising

- To assist with the production and distribution of leaflets, posters and other paper marketing materials
- To assist in marketing through local press, publications and websites eg writing press releases, placing adverts, maintaining contacts

Media

- To assist in maintaining and developing the JBM Facebook page and other social media, including Twitter and Instagram

Heritage Bedford

- To assist with joint marketing projects with Heritage Bedford and local museums

Events

- To assist with museum events, competitions and exhibitions
- To promote and apply the Bunyan Meeting health & safety policy

Optional Duties:

- To help with holiday activities
- To assist in the development of family activities and school visits
- To assist as an Education Volunteer (see role description)
- To assist as a Museum Steward (see role description)

Reporting to:

Curator

Hours:

By arrangement. A minimum of half a day is preferred

Dress Code:

Smart, practical and comfortable

Training:

- Computer as required
- All operational procedures

Note:

- All appointments would be at the discretion of the Curator and subject to a probationary period to ascertain the correct choice for both parties
- To be in sympathy with our Christian aims and objectives as we are a church run museum.

Personal qualities required:

- Smart appearance
 - Enjoy working in a team environment
 - Happy to work independently
 - Enjoy or would like to get more experience working within a museum/heritage setting
 - Attention to detail and recording information accurately
 - Good communication skills
 - Willingness to learn new skills
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- Interest in John Bunyan, local history, museums or churches helpful but **not essential**