Volunteer Role Description

Role: Marketing Team Member

Team: Marketing Team

Role Purpose: To generate and distribute effective marketing and publicity material (physical and electronic) that is essential to attract visitors to the Museum.

Reports to: Community Engagement Officer

About The Long Shop Museum
The Long Shop Museum is housed in a cluster of historic buildings in the Suffolk market town of Leiston. The buildings are survivors of the original 19th century works site of Richard Garrett and Sons. Garretts were world-famous manufacturers of steam engines and other agricultural machinery, and the Museum has important collections relating to farming machinery, steam traction, tools and commercial and domestic products that were made by the works during its 200 year history - from sickles to steam engines, from seed drills to tumble dryers, and from threshers to cardboard box makers.

The Museum site covers over an acre. It includes historically and architecturally important and protected buildings. The Long Shop itself – a prototype for assembly line production – is unique and grade II* listed. The museum helps to explain the town's industrial character and how its residents contributed to the agricultural and industrial revolutions.

Attracting up to 10,000 visitors a year, The Long Shop Museum makes an important contribution to the local tourism offer, both in Leiston and in the East Suffolk area. The Museum is also a place of pilgrimage for many people interested in industrial heritage and archaeology. Our volunteers are at the heart of what makes the museum a success.

What you will be doing:

- Helping prepare publicity materials, such as posters, leaflets and display boards
- Helping create and update e-mail and mailing databases
- Helping maintain and generate online publicity
- Writing press releases
- Helping to promote events by distributing posters and leaflets

This role would suit someone who:

- Has a good standard of written English
- Has strong planning and organisational skills
- Has reasonable IT skills (spreadsheets, documents, e-mails, social media)
- Is able to work to deadlines
- Has, or would like to acquire photographic/videographic skills

What will you get from working as a volunteer at The Long Shop:

- Regular interaction with a small team on project-driven tasks.
- Opportunity to develop creativity skills.
- A sense of fulfilment and achievement.
- Regular manual and intellectual activity, and self-actualization.

What training and support will you receive in this role:

- You will receive regular information updates about your team and the museum
- You will be invited to attend regular volunteer forum meetings and social events
- You will receive induction training that includes Health & Safety, and site and task familiarisation
- You will receive training and support on the equipment and software used to produce our marketing materials
- You will be offered optional training related to your chosen role(s) to make your tasks more enjoyable and rewarding

How this role benefits the Museum:

- It helps to generate income and build the reputation of the museum by promoting the museum and its events to wider audiences.

Interested in this role?

Please contact us by either:

- Emailing the museum at - info@longshopmuseum.co.uk
- Writing to us at – The Long Shop Museum, Main Street, Leiston IP16 4ES
- Using the Enquiry Form at - https://www.longshopmuseum.co.uk/volunteer-3/
- Calling the museum on - 01728 832189 (you may need to leave a message)

We will provide you with a Volunteer Application Pack by your preferred method (email or post) which will include instructions for if you choose to proceed.