



Volunteer Role Profile

Exhibition Marketing Internship

Role Summary:

Marketing Interns will assist the Marketing Manager in supporting the day to day marketing activities surround *the Lost Treasures of Strawberry Hill* exhibition. The intern will be working with staff, volunteers, our PR team and other marketing managers associated with the exhibition.

This role will give the intern broad, relevant experience of a very high standard through working alongside our experienced people.

We will provide full training and help develop the intern's skills. Travel expenses between the intern's home and Strawberry Hill House will be paid and we will assist with other expenses as long as these are agreed in advance.

Mentored by: Marketing Manager

Commitment: Although the hours and days you volunteer are up to you we suggest that to get the most out of the internship you consider volunteering for around 20 hours per week between Monday and Friday and occasionally at weekends.

Examples of Key Responsibilities:

- Assist in researching target audiences for the exhibition
- Assisting with the administration and delivery of social media including Twitter, Facebook and Instagram
- Assisting the administration of PR and press visits
- Working with operations and marketing volunteers in the implementation of campaign marketing plans around the exhibition

Personal qualities:

- Has or is working towards a relevant qualification in marketing
- Has good interpersonal skills and can communicate effectively both in writing and verbally with a range of people from different backgrounds and sectors
- Has good organisational skills and is able to multi-task
- Has good numeracy and literacy skills
- Has good IT and internet skills including social media platforms
- Mature and reliable

This document is intended as a guide to responsibilities undertaken by volunteers and is not a legally binding document.

Last Updated: 21 August 2018 by Bethan Wood

