

Volunteer Role Summary: Social Media Assistant



We're looking for an enthusiastic and creative volunteer to help with our social media channels. A fantastic opportunity to develop your skills and take on an important role in promoting England's largest festival of history and culture.

By getting involved you could...

- Receive regular 1 to 1 guidance and support from media professionals
- Receive training in the use of key social media tools including management dashboards and image editing tools
- See your work featured on a national platform
- Gain insights into the variety and complexity of heritage work, forging contacts along the way that will benefit a future career in the sector
- Have opportunities to travel across the country and visit multiple heritage sites during the festival
- Have access to other personal development opportunities if desired, including site visits and more leading roles on specific projects

What's involved?

- Researching stories and finding high quality images using various sources
- Writing and helping to schedule posts for Facebook, Twitter, Instagram and blogs
- Using your creative skills to devise games, competitions and other strategies to engage grow, and widen our target audiences
- Replying to comments and messages when appropriate
- Providing input and suggestions for our social media strategy
- Assisting with monthly evaluation and suggesting new trends or tools to be explored

You will enjoy the role if you:

- Are passionate about using social media and familiar with Facebook, Twitter and Instagram
- Are a confident communicator with excellent written English, creative flair and the ability to hit the right tone of voice
- Are media-savvy and able to spot a good story and a strong image
- Have excellent attention to detail, grammar and spelling
- Are self-motivated and able to work independently as well as part of a team
- Are interested in history, cultural heritage, architecture and/or the media



This is a voluntary role. This role summary isn't legally binding or a contract.

Extra information

Interview	20/23/24 March (TBC)
Start	As soon as possible following appointment
Location	20 Grosvenor Gardens, London, SW1W 0DH
Time commitment	1-2 days per week (hours and days flexible) with the possibility of some working from home. To get the most out of this opportunity you will need to work throughout the summer until the end of the festival on the 20 th September
Expenses	Out-of-pocket travel costs between home and volunteering place will be paid, and other reasonable expenses agreed in advance
Staff Contact	Andrew Henderson 020 7824 7183 Andrew.Henderson@heritageopendays.org.uk

About Us...

We are England's largest festival of history and culture, bringing together over 2,100 organisations and more than 53,000 volunteers across the country to celebrate our rich and diverse heritage.

Every September places of every age, style and function, welcome visitors free of charge, staging events as wide-ranging as a pop-up escape room in Winchester, a giant immersive beehive in Leeds and a 'drain spotting' tour of Sheffield. In 2019, 2.4 million visitors from across England took advantage of our 5,794 events.

Heritage Open Days (HODs) is part of the National Trust's Visitor Experience team and based in the central Grosvenor Gardens office. The majority of events take place at non-Trust places; however, in 2019 154 NT properties also took part.

Find out more at: www.heritageopendays.org.uk

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