

Volunteer Role Description | London Borough of Merton, Libraries & Heritage Service

Culture & Creativity Communications Volunteer

1. The role

Purpose of Role	<p>To support the library service in delivering the marketing and communications plan for Merton's Culture and Creativity National Portfolio Organisation programme being delivered across our seven libraries.</p> <p>To assist with the communications for a number of media channels, to promote key information and vibrant messages about the project funded by Arts Council England.</p> <p>Help develop audiences and engagement with the borough's residents and visitors and their access to information about our programme of events.</p>
Duties	<ul style="list-style-type: none">• Work with management to implement a marketing & communications strategy to promote the Culture and Creativity National Portfolio Organisation programme.• Help develop publicity content such as press releases, newsletters, website copy and leaflets/posters as well as social media campaigns.• Assist in programming communications against the production timeline.• Participate in collating audience engagement data and measuring impact for reporting to funders.
Skills & Experience required / desired	<ul style="list-style-type: none">• Creative with a strong attention to detail;• Excellent written communication skills;• Basic understanding of public relations and how to utilise different media outputs from a marketing perspective.• Experience of using Microsoft Office (including Word and Outlook) with knowledge of Canva desirable.
Training available	<p>All volunteers are required to complete a brief induction and introduction to their library site(s) and Library and Heritage Services. The London Borough of Merton provides a wide range of optional corporate learning opportunities including access to IT training. Volunteers for Library and Heritage Services will have full access to these learning opportunities provided that they are relevant to the duties they are expected to undertake.</p>

2. Why Volunteer with Merton Libraries and Heritage Services?

Benefits	<ul style="list-style-type: none">• Work within a reputable organisation that offers a friendly and supportive environment where your efforts and ideas are valued;• Make a difference, benefiting your local community;• Build and develop valuable skills through your experience and training/learning opportunities;• Enhance your CV with specialist experience;• Receive recognition through a reference (given upon request after completing a minimum of 50 hours of volunteering)• Invitation to volunteers' celebration events.
----------	--

3. Time Commitment

Times	Flexible to be agreed with supervisor
Commitment	Min 2 hours per week for 6 months

4. Location

Location	Flexible Equipment/ facilities available on-site, in any one of our seven libraries
Role supervisor	Culture & Creativity Officer
Contact	zoe.burden@merton.gov.uk