

Havering Library Service – Volunteer role

Title of role
Marketing and Publicity Volunteer
Purpose of role
<p>The Marketing and Publicity Volunteer will work closely with the Reader Development Team, Marketing Manager and Communications Team to help promote and raise the profile of Libraries and contribute to extending the service's reach in the community. In particular the role will focus on increasing membership of the library service.</p> <p>This role will involve supporting all aspects of marketing including organising events, producing publicity materials, supporting campaign delivery, assisting with market research and developing communications for various channels including digital media. This is an enjoyable role that would suit a creative, committed and enthusiastic individual with a passion for libraries and a keen interest in marketing.</p>
Main activities/tasks
<ul style="list-style-type: none"> • To identify opportunities for outreach and promotional activities and assist with the planning, set up and delivery of such activities. • To assist with the planning, delivery and staffing of library events including award ceremonies. • To support market research and consultation activities as required. • To coordinate the production of a range of marketing materials including posters, certificates, invites and newsletters. • To write articles and copy for a range of media, in particular social media but also including newsletters, posters and digital media. • To support campaign delivery and evaluation and any other marketing activities.
Skills and Experience required / desired

- Experience of marketing and publicity
- An energetic and confident individual with effective interpersonal skills
- Good verbal communication skills and the ability to engage effectively with people of all ages and diverse backgrounds.
- Excellent written communication skills with attention to detail
- Strong IT skills including Microsoft Word, Excel and PowerPoint. Experience of using graphic design packages would be useful but not essential.
- Reliable and responsible individual with good organisational skills
- Creative, practical and able to work well to deadlines

What's in it for me?

- Demonstrate or boost communication skills and confidence
- Training and experience which may help you to gain employment in the future
- Valuable experience to put on your CV
- Inspire others and put your skills to good use
- The opportunity to meet new people and work as a team
- Use or develop organisation and planning skills

Training

A comprehensive induction with on-going training and support will be provided. Support available will include the opportunity to shadow and observe colleagues in the role.

Availability / Commitment

This is negotiable.

Location

This will be discussed with the volunteer.

Main point of contact/supervisor

Reader Development Team

Other information
<p>If the volunteer is comfortable and happy to do so, there may be times when the volunteer is asked to cover other volunteering roles. This will be discussed with volunteers prior to the start date.</p> <p>All volunteers are required to undergo a Disclosure & Barring Service check, formerly CRB check (which the Council would arrange), and to provide references.</p>