



Marketing Co-ordinator: Volunteer Role Description

Base: Bramcote Old Church Tower Trust/Home based

Role Type: Volunteer (unpaid)

No of roles: One

Commitment: No more than 3 days a month

Duration: Initially until September 2020

Responsible to: Trust/Community Heritage Officer

For an informal chat please contact: Ruth Buttery, Community Heritage Officer, 07896873783 or email: communityatboctt@gmail.com

Closing Date: 11/1/2019

Application process: CV and a short statement detailing your suitability for the role.

For Further Information: www.bramcoteoldchurch.org or our Facebook Page

Purpose

To support Bramcote Old Church Tower Trust in developing and implementing their Marketing Plan. 'Bramcote Old Church Tower Community Project', is funded by the Heritage Lottery Fund. This is an exciting opportunity to work with a small and friendly heritage organisation and put your own ideas and skills into a marketing plan.

What's the Project?

We are currently undertaking a HLF project. We have already:

- undertaken conservation work on Bramcote's Old Church Tower
- built a new on site 'pod' which has toilet and kitchen facilities as well as storage
- commissioned new interpretation panels both outside and inside the Tower
- organised various community events such as talks, tours, community archaeology and family events to tell the story of the Tower.

We are now at the exciting part of planning our events for 2019 and need to develop a plan to market these as well as the site in general.



What's Involved?

- Create Marketing Plan/Strategy for Bramcote Old Church Tower Trust, with the help of the Marketing Sub-group.
- The plan needs to consider hard copy forms of advertising as well as online forms and PR.
- Help the Marketing Volunteers implement these plans.
- Help to organise meetings of the Marketing Group.

What's required?

- We're looking for someone who has experience with marketing plans or is willing to learn about marketing development for a small volunteer run heritage organisation.
- Someone who has a good understanding of or a willingness to learn all marketing channels, including digital and public relations.

What's In It For You?

- Gain important insight into how a heritage organisation works.
- Gain important and relevant skills in marketing.
- Use your great communication skills.
- Build up team working skills, becoming part of a friendly and dedicated team.
- Gain experience of managing a marketing team.
- Know that you are helping a great cause.

So, if you:

- Have marketing experience or are willing to learn about marketing
- Have great communication skills
- Have an interest in Bramcote's History
- And have a proactive and can-do attitude

... then we would love to hear from you!