



Marketing Volunteer

Time commitment: ½ a day per week, initially for six months

Location: remote (online role)

About the role

The Gardens Trust is a small charity dedicated to protecting historic parks, gardens and other designed landscapes in the UK.

As part of this work, the Trust runs a programme of talks and events, offered in-person and online, which aims to share knowledge of the history of gardens so that they can be better appreciated and enjoyed by all. See our events page: <https://thegardenstrust.org/events-archive/?events=gardenstrust>.

We're looking for volunteers to help us publicize these talks to grow our audience base, highlight the role of the Trust, encourage wider diversity and maximize ticket sales and revenue.

What it will involve:

- Writing press releases and other publicity material to promote talks and other events (including using Eventbrite)
- Building a general marketing database from which to promote talks
- Identifying and matching specific organizations, societies, academic institutions etc., to particular talks to distribute marketing material
- Identifying good images for use in publicity, including those supplied by speakers, and check their relevance, quality and copyright status
- Highlighting ways we could promote events effectively on our social media

We're looking for someone who:

- Has good communication skills
- Can write engaging copy, or is willing to learn
- Enjoys being part of a collaborative and supportive small team
- May have a background in marketing or events promotion (not essential)

We'd particularly like to hear from you if you've never volunteered in the heritage or landscape sector before or if you're from a community currently underrepresented in these sectors including Black, Asian and ethnic minority communities, LGBT+ people, people with disabilities, and those with experience of socio-economic disadvantage.

What we can offer:

- Any training or support needed to undertake the role
- Valuable experience for anyone looking to begin a career in the marketing, charity or heritage sectors
- Opportunities to network and engage with a range of people including professionals and researchers working in the historic landscape and heritage sectors
- Support from our Events team and Gardens Trust staff
- Opportunity to attend all our online lectures for free
- An opportunity to help promote and protect the U.K. historic parks, gardens and landscapes for future generations
- Opportunities to volunteer in other areas of The Gardens Trust's work (eg. historic research, public engagement and audience development)

How to apply

If you're interested in being a Marketing Volunteer we'd love to hear from you!

Please contact Frankie Taylor, Audience Development and Engagement Officer at the Gardens Trust for more information and to arrange an informal chat about the role: frankie.taylor@thegardenstrust.org

We are always looking for more volunteers to help us with all areas of our work, so please do get in touch if you'd like to find out about other opportunities at The Gardens Trust.

To find out more about The Gardens Trust, what we do and our upcoming events, visit our website – <https://thegardenstrust.org/>