



## Events Marketing Volunteer

### Role Description

**Time Commitment:** Flexible, typically 4hrs per week, initially for 6 months

**Location:** Remote

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>

We're looking for volunteers to help publicize talks offered as part of our online lecture series to grow our audience base, highlight the role of the Gardens Trust, encourage wider diversity and maximize ticket sales and revenue.

#### **The role involves:**

- Writing press releases and other publicity material to promote the online events;
- Building a general marketing database from which to promote the online talks;
- Identifying and matching specific organizations, societies, academic institutions etc., to particular talks and distributing marketing material;
- Checking the copyright of illustrations supplied by speakers;
- Writing monthly additional promotional material and reminders for Eventbrite;
- Helping to promote events via our social media.

#### **We're looking for someone who:**

- Has good communication and people skills;
- Ability to write engaging copy;
- Is organised with an attention to detail;
- Enjoys being part of a collaborative and supportive small team;
- Wants to help play a role in protecting historic parks and gardens.

**No prior experience in heritage or knowledge of garden history required!**

*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:**

- All training and support needed to undertake the role;
- Valuable experience for anyone looking to begin a career in marketing, events or the charity or heritage sectors;
- Opportunities to network and engage with a range of people including garden owners, professionals and researchers working in the historic landscape and heritage sectors;
- Support from our friendly Events team and Gardens Trust staff;
- Opportunity to attend all our online lectures for free;
- Invitation to our annual Volunteer Celebration and other exciting events.

### **How to apply**

Please email [events@thegardenstrust.org](mailto:events@thegardenstrust.org) for more information and to arrange an informal chat about the role.

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.

We also want to make our roles as accessible as possible so please do let us know if there is a way we can adapt it to suit your needs or if you would only like to take on a particular part of the role described above.

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