



# Digital Marketing Volunteer

Richmond Arts Service and Orleans House Gallery

*Can you help us build community through creativity?*



Orleans House  
Gallery

Digital marketing, including social media, is an important tool to promote and further the reach of the Arts Service programme, Orleans House Gallery, as well as a wider understanding and knowledge of the Richmond Borough Art Collection. The role will involve you in generating content and maintaining and developing our social media activity across our platforms, including Facebook, Twitter, Instagram, SoCrowd and our website.

Elements of this role are available as a one-off microvolunteering opportunity or as a regular volunteer role.

## Tasks and Responsibilities

- Creating, reviewing or posting engaging social media, newsletter and website content
- Liaising with staff to investigate new ideas, activities and campaigns
- Supporting the growth of our follower base on our social media platforms
- Monitoring other social media accounts to identify trends and content
- Research potential organisations to support us in growing our online networks
- Representing the Gallery and Richmond Arts Service

(These tasks will be dependent on the nature of your volunteering)

## What we hope you will get from the role

- Development of digital marketing and communications skills
- Increased confidence in sharing stories with a range of audiences and social media platforms
- The opportunity to engage with the local community and wider audiences
- Valuable experience of the arts, cultural and heritage sectors
- An understanding of the breadth of arts activity offered by Richmond Arts Service

## Training and Support

We will train you on the platforms and programs we use, as well as give you an understanding of the gallery and Arts Service. On-going support and supervision are available from staff. Additionally, there are regular training sessions and events to supplement and further your initial training.

## Desirable qualities and experience

- Enthusiasm for storytelling and contemporary art
- Social media user with an interest in creating engaging digital content across a range of platforms and tools
- An understanding of or willingness to learn about social media trends and audiences
- Good communication skills
- Attention to detail



### **Availability**

This role can be undertaken onsite or remotely. If volunteering onsite, the gallery is open to the public Tuesday to Sunday, 10am – 5pm.

This role is available as a one-off microvolunteering opportunity or as a regular volunteer role, either remotely or on site. Tasks will be dependent on the nature of your volunteering.

### **Location**

This role can take place anywhere on a microvolunteering basis, or regularly depending of the nature of the task involved.

If volunteering onsite, this role is based throughout the site at Orleans House Gallery.

### **Expenses**

We will cover travel expenses up to £12 per day.

### **How to Apply**

To support in this role on a microvolunteering basis, please contact us at [artsvolunteering@richmondandwandsworth.gov.uk](mailto:artsvolunteering@richmondandwandsworth.gov.uk) and our team will be in touch with more details.

To volunteer in this role on a regular basis, please complete our application form through our website, which is available at <https://www.orleanshousegallery.org/get-involved/volunteer/>

Our Volunteers Co-ordinator will then contact you for an introductory chat, to learn more about your interest in volunteering and discuss the role further.

### **Background**

Richmond Arts Service is based at Orleans House Gallery on the Riverside in Twickenham, promoting arts and culture through a programme of contemporary art exhibitions, festivals, events and activities for everyone in the community.

We foster creativity and enjoyment of the arts, enable people to reflect on their lives and develop new ways of seeing the world. We bring thought-provoking art to the Borough and cultivate a network of individuals, organisations and programmes that nourishes the arts, local organisations and communities.

Home to the Richmond Borough Art Collection, comprising of over 4,400 artworks, at a site with a rich 300+ year history, Orleans House Gallery works with local, national and international artists and community partners to engage with the community, as we have done since 1972.

