



New Lanark World Heritage Site Volunteer Role Descriptions



Marketing Volunteer

Marketing volunteers will form a part of the New Lanark Heritage Team and will be involved in the promotion of the World Heritage Site and all of its features including a visitor centre, café, 2 shops, hotel, hostel, health & fitness club, wool sales and ice cream. Volunteers will work across a range of promotional platforms including online, print and face to face.

Key Volunteer Duties:

- Researching and writing blog posts for www.newlanarkblog.org
- Producing photographic and video content to support marketing activities
- Undertaking online and in-person Visitor Feedback
- Competitor research & analysis
- Assisting with distribution of New Lanark marketing materials on & off site
- Assisting with data capture at Events & Exhibitions
- Attending relevant Industry events with the Marketing Officer where relevant
- Support of any campaign based marketing activities

Key Attributes / Skills

- Holds or is working towards a degree in marketing, applied graphics or another relevant discipline
- Good knowledge of website development and WordPress
- Strong understanding of social media platforms
- Friendly and approachable with an ability to communicate well with both adults and children
- Ability to work independently & as a team
- An understanding of reporting tools such as Google Analytics is desirable but not essential

Role Type

- Temporary- one or more days per week within Monday – Friday 9-5 plus occasional weekends
- Full training provided

Key Contact: Jane Masters, Heritage Manager: jane.masters@newlanark.org / 01555 661345

N.B. Volunteers will be working predominantly with Melissa Reilly, Marketing & PR Officer: Melissa.reilly@newlanark.org / 01555 661345