

Marketing and Social Media Volunteer

Working with: The Head of Tree Health and other staff members and volunteers

What would I do?

- We need someone to create and sustain a strong social media presence for The Yorkshire Arboretum across different platforms, including Instagram, Twitter and Facebook
- We need a programme of engaging content and stunning photos and videos to increase the number of our followers and grow our on-line reputation

What skills and experience do I need?

- You need experience in creating and posting engaging and entertaining content on various social media channels. This could have been gained either professionally or through your personal use

Where would I work?

- You would work from home for the majority of the time.
- Initial meetings at the arboretum to discuss plans and gain an understanding of the organisation would be needed
- You may need to make occasional visits to the arboretum for updating and photography sessions

How much time would I need to give?

- When you work would be up to you, but a commitment to providing new content regularly throughout the week is essential

What training would I be given?

- You will be trained to use the arboretum's Hootsuite application
- You will be encouraged and supported to learn about arboretum and the activities and events taking place

KEW AND CASTLE HOWARD

I'm interested! How do I apply?

Please contact volunteer@yorkshirearboretum.org telling us a little about yourself, why you are interested in this role and any relevant skills and experience you have. Please provide links to any current social media activity.

We will normally reply to you by email initially but please also include a telephone number(s) so we can contact you.