

## BMM Volunteer Role Description: **Marketing and Communications Coordinator**

**Title of role:** Marketing and Communications Coordinator

**Location:** Bath Medical Museum

**Work hours:** 5 hrs approx. per week, flexible location

**Reporting to:** Museum Manager



### **Role activities, tasks and objectives:**

- To market and promote the Bath Medical Museum, its mission and activities.
- To market and promote the permanent collection of the museum.
- To market and promote any temporary exhibitions or displays.
- To market and promote an Events, Retail and Fundraising activities.
- To manage the development of the museum's marketing strategies and procedures.
- To manage the maintenance and use of the museum's marketing systems, including the website and social media accounts, and all print material.
- To liaise with external media, including newspapers, radio and TV companies.
- To advise on any public relations matters when coordinating with other museum departments.
- To fulfil responsibilities as specified in the Museum Guide Role Description if ever working in the BMM during museum opening hours.

All museum volunteers are expected to engage positively and appropriately with museum visitors and members of the public, as well as fellow museum volunteers, and to adhere to the museum's Code of Conduct as set out in the Volunteer Policy. There is no specific dress code, however all museum volunteers are expected to dress appropriately for the environment in which they work.

### **Organisation:**

The Marketing and Communications Coordinator role is just one of many ways to get involved with Bath Medical Museum, which has a friendly and hardworking group of volunteers who manage the Museum, welcome our visitors, manage our collections and put together our Events and Exhibitions. From our Museum management team to our Board of Trustees, our volunteers play a vital role in helping us maintain our collections, engage with and educate our visitors, and build support to help us continue our mission. There are plenty of ways you can volunteer with BMM, no matter your age, background or experience.

### **Person Specification:**

An ability to demonstrate some experience and/or knowledge of public relations and marketing would be desirable. An interest in medical history would also be desirable.

If you are interested in joining our volunteer team at BMM please email us at [enquiries@bathmedicalmuseum.org](mailto:enquiries@bathmedicalmuseum.org) and put 'FAO: Museum Manager' in the subject header.