

# Lauderdale House

Highgate Hill, Waterlow Park, London N6 5HG  
[www.lauderdalehouse.org.uk](http://www.lauderdalehouse.org.uk)  
registered charity 275502 Company number 1352278  
020 8348 8716

## **Marketing Volunteer**

Lauderdale House is a Grade II\* listed heritage house situated in Waterlow Park, Highgate. The House is brought to life as an arts and education centre with a varied creative programme of exhibitions, classical concerts, children's shows, jazz, family events and classes. The House has just completed a major refurbishment and we need help to increase audiences and footfall for the House and our exciting and busy education, heritage and arts programme.

### **Benefits & Opportunities for our Volunteers include:**

- The chance to gain an extra edge on your CV
- To acquire new skills and experience
- To enjoy the opportunity to give something back to the community;
- To work in a friendly and creative atmosphere with people of all ages – including working for a charity, as well as working for an arts and educational institution

We like to agree specific programmes of work for every individual to ensure that everyone finds what they are looking for and they can make an impact on what we do.

### **Responsibilities and tasks could include:**

- Providing marketing support for all events in the House including hospitality hire
- Updating Lauderdale House website and social media channels
- Ensuring marketing materials are kept up to date in the House
- Updating event listings sites
- Assisting with the production of print including copywriting and proof reading
- Organising mail outs and distribution of fliers
- Sending out press releases and monitoring press
- Creating and distributing weekly e-newsletter
- Answering initial enquiries on the telephone and email

### **Skills and Experience**

This is what you'll need to get the best out of your time at Lauderdale House as a Marketing Volunteer.

- Confident communicator with excellent oral and written communication skills
- The ability to work with the public, and also work independently
- Good organisational skills, attention to detail along with a strong work ethic
- Good computer literacy – i.e. Word and Excel
- A good understanding of social media sites
- An interest in the arts and/or heritage
- Be reliable, responsible, willing to learn and help as required

**If you're interested in learning more about volunteering at Lauderdale House then please contact Sasha Butler on [sbutler@lauderdale.org.uk](mailto:sbutler@lauderdale.org.uk) or call on 020 8348 8716.**