

# Volunteer Stream Description - Communications & Marketing



The Communications & Marketing Stream is essential to promoting the events, activities, and work of the Society, Memory Lane Heritage Village, and the Eastern Shore Archives. This volunteer stream ensures that messaging reaches both those in the local community and further afield to encourage visits and event attendance.

## What's involved?

This volunteer stream includes the following roles:

- **Graphic Designer** - developing designed print materials and digital content like posters, flyers, and social media assets that adhere to brand guidelines (generally using existing templates)
- **Photographer** - taking and editing photos during special events and as part of regular activities in the Heritage Village
- **Print Materials Distributor** - be an “Ambassador” of the Village by delivering posters, brochures etc. to various venues and businesses across HRM. You can choose to do this in your local area or a bit further afield (mileage to non-local areas will be covered)
- **Videographer** - recording and editing video content ranging from promotional shorts to training resources

Time commitment:

- Generally, as and when needed or available as determined by the special events schedule and annual promotions calendar.

## Why get involved?

By getting involved with this volunteer stream you will:

- Join a friendly, enthusiastic, and supportive team of volunteers
- Meet people from the local area and further afield
- Receive training and develop skills related to your role(s). Training will mostly be on-the-job
- Make a meaningful contribution to the local community
- Get to see behind the scenes at a heritage attraction
- Learn about the history of the Eastern Shore if interested

## Skills, Experience & Interest

- Role associated experience (e.g. photography techniques)
- Familiarity with any required equipment, such as photography and video equipment
- For Photographer and Videographer, access to a camera and SD card for image/video storage can be provided if needed
- Experience of any required software, such as photo/video editing software or graphic design software (particularly Canva). Access to full Adobe Suite of software available to use onsite at Heritage Village if needed
- Familiarity with or willingness to learn Google Workspace (except Print Materials Distributor)
- Ability to maintain standards for fonts and colors within the context of the organization brand (Graphic Designer)
- Access to own vehicle (Print Materials Distributor)
- Ability to work independently
- Eye for detail / storytelling skills / creative approach
- Some roles in this volunteer stream require standing for longer periods and/or being in a busy and hectic environment. Please advise us if you have any concerns about this, and we will do our best to support you

## Recognition

As a thank you for their time and effort, volunteers receive the following:

- Free Cookhouse meal on volunteering days (Jun-Sept, and during special event / designated volunteer days)
- Invitation (with plus one) to Annual Volunteer Appreciation Dinner
- For 10+ volunteer hours in a year, a free Lake Charlotte Area Heritage Society membership which includes:
  - Free admission to Memory Lane Heritage Village (including most special event days)
  - Ability to vote at all meetings of the Society
  - 10% off Cookhouse Chow, Special Event Meals, and Heritage Dinners
  - Discounted pricing on many evening events, and Heritage Village branded merchandise