



# Youth Volunteer Stream Description - Communications & Marketing

The Communications & Marketing Stream is important to promoting the events and work of the Memory Lane Heritage Village and the Eastern Shore Archives. This volunteer stream makes sure 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 youth volunteer roles:

- **Graphic Designer** - developing designed print materials and digital content like posters, flyers, and social media posts that follow brand guidelines (generally using existing templates)
- **Photographer** - taking and editing photos during special events and as part of regular activities in the Heritage Village
- **Videographer** - recording and editing video content ranging from promotional shorts to training resources

Time commitment:

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

## Age Range

Roles in this volunteer stream tend to be most suitable for slightly older young people (14+). We always approach age in relation to a particular role on a case by case basis.

## Why get involved?

By getting involved with this volunteer stream you will:

- Join a friendly, enthusiastic, and supportive team of volunteers
- Meet other young people from the local area
- Receive training and develop skills related to your role(s). Training will mostly be on-the-job
- Have opportunities to take part in mentorship and knowledge transfer programs
- Develop valuable experience for your resume
- Earn hours towards school/group community service requirements
- 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 interest and experience (for example, 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
- Ability to maintain standards for fonts and colors in line with the organization brand (Graphic Designer)
- 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 let us know 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, youth volunteers receive the following:

- Free Cookhouse meal on volunteering days (Jun-Sept, and during special event / designated volunteer days)
- Invitation to Annual Volunteer Appreciation Dinner - and you can bring a friend!
- 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 (for those 14+)
  - 10% off Cookhouse Chow, Special Event Meals, and Heritage Dinners
  - Discounted pricing on many evening events and Heritage Village branded merchandise
- Youth Socials 1-2 times per year (usually at beginning and end of summer season) - pizza parties, ice cream socials, games nights etc.
- Youth Volunteer Awards, including certificates and small prizes