**Tatton Park Marketing Volunteer Position**

A fantastic opportunity exists to support the Tatton Park marketing team in delivering the marketing for this award winning visitor attraction. The team are responsible for marketing all aspects of Tatton Park. The activity they carry out includes branding, design, print, website development and maintenance, social media, e-newsletters, photography and video, public relations, product development, customer feedback and evaluation, competitive research, database management, domestic and international tourism marketing and internal communications. They work very closely with all teams at Tatton including the rangers, farm, mansion, gardens, old hall, learning, events, shops and restaurants teams.

The marketing volunteer role provides the opportunity for someone to help support some of this marketing activity and to spend time with the marketing team in a dynamic marketing environment.

Hours and the period of volunteering would be agreed to suit successful applicants and all tasks would be supervised and tailored to the individual’s skill set, needs and aspirations. All we would ask is for a regular agreed commitment. The team is based in an office in the mansion and works 9am to 5pm, Monday to Friday.

It is envisaged that some or all of the following would form part of this volunteer role

* Assist with social media – help produce content for twitter, facebook and youtube accounts
* Competitor research to enable the team benchmark Tatton against other attractions in terms of visitor experience, pricing, marketing and product offering.
* Small in house design work using Publisher or Word to design a number of posters to be displayed on site to promote events and experiences
* Looking after the poster sites and leaflet displays across the site
* Press evaluation including managing press cuttings
* Customer survey work – speaking to our visitors to gain valuable feedback to assist with determining how well we are rated and what they would like to see here in the future to assist with developing our experiences

The above list is not exhaustive and would be very much adapted to ensure the volunteer is engaged and involved with activity they feel comfortable with. We would be delighted to discuss these opportunities further with anyone interested in a volunteer role within the Tatton Marketing Department. Please email tattonmarketing@cheshireeast.gov.uk in the first instance.