**Tatton Park Marketing Volunteer Position**

**April 2016**

A fantastic opportunity exists to support the Tatton Park marketing team in delivering the marketing for this award winning visitor attraction. The team comprises Vicky Wilby (Marketing Manager), Laura Capper, Katherine McInnes and Caroline Jackson (Full time and Part time Marketing Assistants) and Lisa Senior (Part time Marketing Support Assistant)

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, public relations, product development, customer feedback and evaluation, competitive research, database management, group and hotel marketing, group bookings and internal communications. They work very closely with all teams at Tatton.

The volunteer role provides the opportunity for someone to experience some of this marketing activity and to spend time with the marketing team in a dynamic marketing environment. They would also have the opportunity to have a taste of some of the experiences that the team market – spend time at the farm, mansion, gardens, old hall, shops and restaurants etc. – to help them with marketing.

Hours and the period of volunteering would be agreed to suit anyone interested and all tasks would be supervised and be tailored to the individual’s needs and aspirations. 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 with twitter and facebook accounts
* Taking images to support with social media for example
* Competitor research to enable the team to get a picture of how competitive Tatton is both price and product offering wise compared with similar attractions
* 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, who our visitors are 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 rewarded and involved with activity they feel comfortable with and wish to develop in. Vicky Wilby would be delighted to discuss these opportunities further with anyone interested. Email [Vicky.wilby@cheshireeast.gov.uk](mailto:Vicky.wilby@cheshireeast.gov.uk). Tel 01625 374417