



Marketing Volunteer – The Kingcombe Centre

The Kingcombe Centre is owned and managed by Dorset Wildlife Trust and located at the heart of the Kingcombe Meadows and Powerstock Common Nature Reserves. The centre attracts those interested in natural sciences, health and wellbeing and the creative arts. We organise and run over 50 courses per year from photography to willow weaving. The centre has a small tea room and plenty of accommodation options. We are looking to grow our offer both as a day centre and organiser of bespoke events and courses.

We are seeking an enthusiastic and self-motivated individual to provide voluntary marketing support to help promote events, courses and accommodation to local and national audiences.

The role would require a volunteer to spend time at the Kingcombe Centre, but working from home remotely is also an option depending on circumstances.

The ideal person will have experience of using online and traditional methods of communications and will help raise awareness of The Kingcombe Centre brand.

Successful marketing of the Centre aims to increase accommodation bookings, course and workshop bookings, use of the centre for corporate supporters and family visits to the centre for walks, events and food.

There will be opportunities to work with the DWT communications team to provide content for the *Dorset Wildlife* magazine, social media and editorial articles for external local and national magazines.

We're always looking for new ideas and interesting ways to communicate about our passion for wildlife, and our commitment to inspire and educate others about the natural world. We are a small friendly team, and we love what we do for wildlife and Dorset.

Reporting To

Steve Marsh, the centre manager will supervise and support all work. Additional support will be provided by the Communications Team and the wider Fundraising & Marketing Team if appropriate.

Training

Training on the use of DWT's social media platforms on Facebook, Twitter and the website, will be provided.

Overall Voluntary Role

To help develop The Kingcombe Centre's marketing activity and digital media communications, raising awareness and encouraging new customers and visitors to The Kingcombe Centre.

Most work will take place at The Kingcombe Centre in West Dorset, however remote working would be considered in addition to spending some time in the Centre. All necessary expenses, such as those incurred for a car or train journey's to/from the Centre will be paid for.

Main Elements of the role:

1. Digital marketing

- Liaising with Kingcombe Centre and DWT Communications staff to keep information and events on the website up to date in an interesting and engaging way for the user;
- Helping to create content for Twitter and Facebook to promote activities at the Kingcombe Centre;
- Helping to create emails and content for blogs;
- Entering events and courses onto 3rd party websites;

2. Other duties

- Helping to create stories about Kingcombe for press releases and articles for the DWT magazine and external local, regional and national magazines;
- Responding to publicity enquiries at the centre.

If you are interested, please contact Steve Marsh on 01300 320684 or [email smarsh@dorsetwildlifetrust.org.uk](mailto:smarsh@dorsetwildlifetrust.org.uk) explaining why you'd like to work with our team as a volunteer.