

# Job Description

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## Volunteer Engagement and Retention Strategy Project

### Project role

This appointment is for a new project to deliver an element of the Arts Council of England Emergency COVID 19 grant on behalf of Bailiffgate Museum & Gallery.

This is an exciting opportunity to work with a forward thinking and innovative museum team. The successful applicant will be a charismatic, dynamic person with excellent communication skills who can work with our existing team of volunteers and inspire new volunteers to the museum.

The successful applicant will report to the Company Secretary providing regular updates on progress which can be made to the Trustees. They will be expected to present a final outcome report to the January 2021 trustee meeting.

The outcomes of this post are:

### Project role

The work of this post will

1. Work with members of the volunteer committee and consulting with our current volunteers to understand the current situation, identify any gaps, agree new activity and put in place a sustainable Volunteer Engagement and Retention Strategy to support the Museum over the coming months when we reopen and to take us into the future. This Strategy is to include and reflect a review of best practice on Volunteer Recruit, Engagement and Retention
2. Include a brief review of our current volunteer paperwork, covering recruitment, selection, induction, support and development and performance review and recommend improvements. The last review was conducted in 2017 so it is time to relook and update in line with any changes and best practice. To draft a Terms of Reference for the Volunteer Committee to reflect the Strategic Aims and Objectives of the Museum
3. Develop and deliver a plan to make volunteering exciting and attractive to different people including possibly remote volunteers. To recruit new volunteers which reflect the diversity of the local area with a particular emphasis on attracting new volunteers from all ages and underrepresented groups. Working with our marketing consultant to develop new leaflets and innovative ways of recruiting volunteers.
4. Plan and deliver a Volunteer open day to attract and secure potential new volunteers providing a blueprint for annual Volunteer Open Days

There may be opportunities to link with other museum projects e.g. OOT and the new project video diaries (part of the ACE grant) to attract new volunteers.

### Key Outcomes

Key outcomes we hope to see from this work include:

- An effective Volunteer and Engagement Strategy
- A seamless process of recruitment, induction and retention of new volunteers using standard paperwork which ensures a consistent and effective experience for all our volunteers
- An effective Strategy which increases the number of new volunteers we recruit and preserves and supports the retention of our current volunteers

- Volunteer Open events can be planned rapidly and have a high success rate in attracting new volunteers who love to work with us and remain part of the team for the long term.
- Volunteers are excellent ambassadors who promote Bailiffgate Museum and Gallery to all visitors and external partners in a range of situations

### **Project Specification**

**Office:** Mainly home working and Bailiffgate Museum & Gallery Alnwick

**Responsible to:** Company Secretary

**Relationships:** Museum visitors, partner organisations, volunteers, trustees, consultants/freelance staff, Museum Mentor

**No of days:** 22 at an agreed daily rate, depending on experience

**Hours:** Working days will be flexible in line with the needs of the business and access to volunteers would normally be in work hours.

**Training:** Induction into the museum will be provided.

**Start/end date:** This project is to be completed within 6 months.

### **Personal attributes**

Above all we are looking for an enthusiastic, approachable and highly organised person to deliver this project. The successful applicant will have experience of delivering successful projects and a knowledge of the museum sector would be ideal. They will be a good team worker but also self-motivated and ambitious.

## Person Specification

Attribute	Essential	Desirable	How is it assessed?
Computer literate – particularly using MS Word, MS Excel, email, social media, internet	✓		Application form Interview
Previous experience of budget management and financial reporting		✓	Application form Interview
Excellent communication skills including good written skills	✓		Application form Interview References
Experience of strategic planning and reporting		✓	Application form Interview
Previous experience of line management and staff training		✓	Application form Interview
Previous success in delivering outcomes to time and a high quality, reflecting a good understanding of the museum challenges and needs.	✓		
Previous experience of supporting volunteers	✓		Application form Interview
Understanding of current museum practice and successful work with museum volunteers, innovation, useful networks which will contribute to this project	✓		Application form Interview
Previous experience of converting best practice material into clear, concise, well-structured processes that volunteers / staff are confident to use and believe will be helpful and reflects best practice across the voluntary sector.	✓		Application form Interview
A 'business head' – demonstrable aptitude for business thinking and able to develop business opportunities and income streams (e.g. retail/shop, education service, training)		✓	Application form Interview References
Understanding of the challenges facing a small, independent, volunteer-led Museum	✓		Application form Interview
Knowledge of the local area		✓	Interview
Good understanding of customer care	✓		Interview
Good understanding of health and safety issues	✓		Interview