



Contact: Simone Sheridan

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Online Marketing Volunteer Position Description

Revive The Regent Theatre Inc. is a newly established not-for-profit organisation with the following objectives:

- To bring together people who share a vision to revive the Mudgee Regent Theatre
- To advocate for arts and cultural development in the Central West.
- To advocate for the protection of the Regent Theatre through permanent State Heritage listing.
- To hold fundraising events to promote the goals of the organisation and if possible purchase the theatre.

The role of the Online Marketing Volunteer is to assist with maintaining regular posts and commentary on Wix blog, Instagram, Twitter and/or Facebook and work with the board to promote objectives online. Volunteers are not required to manage all platforms, as there are options to manage platforms of choice.

Platforms

Twitter <https://twitter.com/revivetheregent>

Facebook <https://www.facebook.com/revivetheregent/>

Instagram <https://www.instagram.com/revivetheregent/>

Blog (Wix) <https://www.revivetheregent.org.au/news>

Responsibilities

- Help us to get the word out!

Administrate our social media channels and add Posts + Stories to Instagram, Facebook, Twitter. Add posts to our Crowdfire queue. Post in Facebook groups and comment on Instagram posts of people interested in giving.

- Be creative.

Create social media posts either using our templates on Canva, or by creating new ideas. Social media posts can utilise petition comments for Today's Quote, Heritage, photos of the building, our events and must use relevant hashtags #revivetheregent etc. We hope to work with you and encourage you to come up with new ideas.

- Collect images for use, must provide author name when sourcing from third parties.



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- Volunteers are required to develop a simple social media marketing plan that includes activities and goals. These goals are set by volunteers to ensure they fit into their own schedule and can be achievable.

Example:

Week 1: Create 4 social media posts; Grow Instagram followers by 30; Create 1 new blog post.

Week 2: Create 2 new social media posts, Tweet 4 times, Create 4 Instagram Stories, Grow Facebook followers by 30

Essential Skills

- Experience using social media platforms such as Instagram, Twitter and Facebook (You tell us which one you want to work with)
- Experience in website publishing on wix or similar such as squarespace, wordpress etc. (If you can help with generating blog posts for website)
- Positive writing voice and ability to respond to comments in a professional manner
- Access to internet using smartphone for Instagram

Desirable

- Understanding of online cloud storage such as Google Drive
- Experience using Canva, or willingness to learn
- Passion for heritage and storytelling

Commitment:

Flexible hours to suit volunteer, approximately 4 hours per week is estimated. A thirty minute skype meeting or phone call each week/fortnight with President would be required to stay in touch with key ideas/plan.

Applications and enquiries to info@revivetheregent.org.au