# THANK YOU SO MUCH FOR YOUR INTEREST IN VOLUNTEERING AT THE ALBANY

# Now that The Albany has secured the funding it needs to develop the empty spaces taken on when the 50 year lease was signed in 2017, we need more volunteers! Towards the end of 2022 all of the new facilities will come on stream, and we need to be ready to meet the challenge.

Our volunteers are organised into Teams. A volunteer can be a member of more than one team – for example, working on the bar sometimes, as an usher, or selling tickets on the Box Office – or helping with marketing. Although these responsibilities all fall under different Team Leaders, they are all essential for the efficient running of The Albany. **This is about the Communications Team**, which is responsible for internal and external communications and for marketing events using traditional methods and social media.

# Who are we looking for?

It is important that every volunteer supports our values. These have been developed by our staff and volunteers to reflect what is important to us and the culture we want to nurture. Our 5 Values are: Excellence – Engagement - Creativity - Learning – Integrity. We are looking in particular for people who will help establish these values at the core of everything we do. The full explanation of the Albany's Vision and Mission, our Aims and Objectives, and our Values can be found on our website at <https://www.albanytheatre.co.uk/our-vision-arts-for-life>

Volunteering at The Albany is great fun and a great opportunity to make new friends. A lot of our volunteers have developed new skills and moved into or back into employment as a result – whatever your motivation for volunteering The Albany is truly a land of opportunity!

# What does the Communications Team do?

This is a very exciting area of The Albany’s operations to be working in. Depending on your skills, experience, interests and the time you want to devote to the team your contribution could range from helping to deliver brochures or leaflets and distribute posters in your local area to taking responsibility for marketing a whole project. The world of communications is dominated by social media, but “traditional” marketing is still very important – not all of our patrons are online (although far more are after the pandemic). Here are some of the things we do, to give you an idea of the range of potential contributions you can make (the ones marked \* could be done from home or from the theatre if you prefer to work in a social environment -\*P = partly).

These activities require more basic skills:

* checking our print stock – leaflets, posters etc. - and its distribution
* changing our in-house displays
* managing our new electronic information boards\*P
* adding event pages to our website\*
* proofreading\*
* blog posts\*
* promoting our in-house shows, for example A Christmas Carol (particularly phone calls to schools)\*
* adding listings to third-party internet sites\*

These activities are more advanced, requiring greater skills and knowledge, but of course you can progress to these:

* managing relationships with the media and writing news releases, often liaising with the event promoters\*
* email campaigns (we send out dedicated event emails, monthly newsletters, and our in-house Team Talk)\*
* video creation and content editing for social media\*P
* planning and creating social media campaigns and creating content\*
* general event campaign planning – you could take responsibility for the delivery of a whole event\*P
* audience development projects\*
* brochure design\*

Many of these activities will require training in the systems and tools we use (Spektrix, Dotdigital, WordPress and Elementor, Canva, and Movie Maker.

There are also vacancies in the Communications Leadership Team if you would like to take on more responsibility. From our experience, this is the sort of thing that excites people with marketing expertise who want to do something different, either to improve their CV or just for fun!

If this is of interest, we’d love to hear from you!