

# Promotion Assistant

## Role Profile

---



### **What is a Promotion Assistant Volunteer?**

You will proactively promote Cromford Mills, all of our activities and volunteer opportunities on site and at local events, shows and festivals. You will engage with people about the Arkwright Society, explaining what there is to see and do at Cromford Mills and the role of the charity, whilst encouraging people to join the society through our membership scheme.

### **Why we want you**

As a charitable organisation this role is hugely important as it promotes Cromford Mills and the historic significance of the site, as well as the work of the Arkwright Society, to the wider public. This encourages people to visit and support the charity, helping with the continued restoration of Cromford Mills.

### **What will you be doing?**

- Proactively promoting Cromford Mills, all our activities, volunteering and membership opportunities both on site and at local events, shows and festivals.
- Engaging with all members of the public and informing them about the work of the Arkwright Society and the membership scheme.
- Helping to set up the promotional stall and pack it away at the end of the day.
- Helping to run engagement activities on the Cromford Mills stall.
- Researching new events, shows and festivals for us to attend.
- Signing up new members, completing all relevant paperwork.
- You will be eager to learn and develop your knowledge of the Cromford Mills, the Arkwright Society and associated sites, to help people understand more about the place and how they can support it.
- Becoming familiar with and following the Arkwright Society's Health and Safety Policy at all times.

### **You'll need to be:**

- Enthusiastic, confident and self-motivated.
- Proactive in talking to people.
- Able to work on your own and with a team.
- Able to stay focussed and self-reliant during busy and quiet times.
- Warm and friendly and enjoy talking to people of all ages.
- Able to demonstrate a passion for history and the work of the Arkwright Society and keen to share this with others.
- Enjoy working in a variety of places, especially the outdoors.

**This role is purely voluntary and this arrangement is not meant to be a legally binding one or an employment contract**

- Some previous experience of promoting and selling would be advantageous.

## What will you get out of it?

- Knowing you are helping a great cause and supporting the future of Cromford Mills for everyone to enjoy.
- Becoming part of a friendly and dedicated team.
- Getting out and about and meeting different people from all walks of life
- Using your great communication skills.

## How much time will it take up?

On and off site recruitment will include weekends as well as weekdays all year round. You can commit as little or as much time as you wish.

## For your information

<b>Location</b>	Cromford Mills
<b>Volunteer Support Contact</b>	Hannah Steggles and Laura Smith
<b>Staff Contact</b>	Hannah Steggles, Head of Heritage and Jane Paw, Events and Membership Assistant.
<b>Support/Training</b>	To work alongside staff and existing volunteers to learn the fundamentals about the Arkwright Society and Membership alongside Customer Service training.
<b>Expenses</b>	Out-of-pocket travel costs between home and volunteering place will be paid, and other reasonable expenses agreed in advance

## About Cromford Mill

At Cromford Mill Sir Richard Arkwright constructed the world's first successful water powered cotton spinning mill in 1771. These mills were the first phase in the development of the factory system and led to the Derwent Valley being described as "the cradle of the Industrial Revolution". In 2001 its historical importance was acknowledged when this part of the Derwent Valley became a UNESCO World Heritage Site.

Cromford Mills is not a museum. It is a multi-purpose site with visitor attractions and business tenants all contributing to the working nature of the site.

The site is undergoing a long-term programme of restoration. There is a variety of restaurants, shops, exhibitions and a regular events and schools programme.

## Background to the Arkwright Society

The Arkwright Society is a registered charity (515526). The Society was created by a team of people who worked together to research the Mill site for the festival celebrating the

**This role is purely voluntary and this arrangement is not meant to be a legally binding one or an employment contract**

bicentenary of Arkwright's arrival in Cromford in 1771. The Society emerged from this to manage the mills, watercourses and associated buildings and eventually purchased the site in 1979.

**This role is purely voluntary and this arrangement is not meant to be a legally binding one or an employment contract**