



VOLUNTEER ROLE DESCRIPTION

Social Media - Heritage at Risk Research

Background

The London Historic Buildings Trust (LHBT) is a London wide Building Preservation Trust that provides sustainable futures for historic buildings at risk. Our staff develop heritage-led regeneration projects that focus on identifying community need and delivering social impact; we secure grant funding for, and manage, each project stage. We also work with community groups, local authorities, housing associations and social enterprises to support them in their efforts to save their local heritage, either by offering free peer to peer support or consultancy services.

Over the last couple of years, the Trust has been expanding its social media presence across a range of platforms, including Twitter, Facebook, LinkedIn and Instagram. We have committed to building on this solid base in the coming period, extend our reach to new and larger audiences, increasing stakeholder engagement and awareness and driving greater traffic to our website. This is particularly important during the remainder of 2022, the year in which we celebrate our 30th Anniversary, as we want to reach out to as broad an audience as possible to make them aware of our 30th Anniversary fundraising appeal.

Being able to post regular, interesting, relevant and timely posts about architectural, cultural and social histories is key to expanding the Trust's social media presence. An exciting new opportunity has now arisen for a number of volunteers to undertake desktop research into these areas, which can be developed into social media posts by our Social Media volunteer. For the right person this will be an opportunity to undertake fascinating research into London's heritage at risk; it's diversity, history and examples of sites have been successfully 'saved'. But more than that, it will be an opportunity to research and write about areas of London architecture and the heritage of London that are of personal interest to you, which you'd like our audiences to discover more about.

This opportunity is ideal for someone interested in furthering either their historical research or digital engagement skills. In this role you will also have the opportunity to work closely with the Marketing Committee and the Social Media Volunteer, in the delivery of the social media strategy; playing a key role in promoting the only London-wide building preservation trust at a crucial and transformative time.

Aim of the Volunteer Role

As a volunteer in this role, you'll be expected to undertake regular desktop research into the following (but not limited to) areas, identifying interesting stories and facts about architectural, cultural and social histories that can be generated into captivating social media content:

- Current and past heritage at risk across London
- LHBT's own past and future projects

- Areas of London architecture and the heritage of London that are of personal interest to you

Given the need to ensure that we hit our Marketing Plan target of sharing 3 posts a week, as part of our #DidYouKnow engagement, there will be the expectation that you provide research outputs on a weekly basis to the Social Media volunteer. It may be the case that some research turns up multiple interesting facts or stories, which is encouraged. These can then be added to the 'bank' of posts that we will use in periods when you are unable to provide content, such as when you are on holiday or busy with other commitments.

In addition, there may on occasion be the opportunity to write longer articles for the website, based on your research, which would be fully attributed to you.

We provide appropriate training and, on occasion other interesting opportunities, for volunteers.

Objectives and Activities of the Volunteer Role

- Research the architectural, social and cultural histories of London's Heritage at Risk and from LHBT's past and future projects, gathering key information, images and documents.
- Link research findings to topical events or anniversaries, such as births/deaths of architects or national maintenance week, where appropriate.
- Provide clear and succinct content to the Social Media volunteer, to be shared via the Trust's social media platforms, aiming for 1-2 per week.
- To source images to be used to accompany posts, identifying copyright restrictions and securing permissions where relevant.
- Keeping a record of source material accessed and utilised by the volunteer.
- To undertake other relevant research and/or marketing activities to be agreed with LHBT.

Information sources

The key source of information we expect volunteers to utilise before carrying out further online research is Historic England's Heritage at Risk Register. It's a great way of identifying lesser-known, interesting, sites. The Register includes buildings, places of worship, monuments, parks and gardens, conservation areas, battlefields and wreck sites that are listed and have been assessed as being at risk. More information can be found at <https://historicengland.org.uk/advice/heritage-at-risk/search-register/>.

Sites that have been successfully removed from the Heritage at Risk Register, other 'at risk' sites that aren't on the register, and London architecture and the heritage of London that are of personal



interest to you, can also be considered, but it's important to check the validity of your sources and to keep an accurate record of them.

Timeframe

It is anticipated that this will be a voluntary role for 0.5 day a week (days and hours are flexible; TBA).

Management

The role will be managed by Trustee, Paul Atkinson and supported by our Trustee responsible for volunteers, Philip Smith.

Expenses

Where travel and other reasonable expenses can be claimed; an expenses form will be provided and reasonable expenses agreed at commencement of the activity. Where additional costs (such as copyright expenses) are identified during the project, these should be discussed with the line manager prior to any expense being incurred. If the expense is deemed necessary it will be paid directly by the Trust.

Volunteering Policy

The Trust's Volunteer Policy is attached to this Volunteer Role Description.

How to Apply

Please send your CV and a short covering note explaining why the role is of interest to you to Philip Smith, at philip.smith@londonhistoricbuildings.org.uk.

Closing date

There is no specific closing date for this volunteer role. We will consider applications from potential candidates on an ongoing basis as there are not a set number of roles.