# **Volunteer at Underfall Yard: Social Media**

Underfall Yard was built in the 1880s as a purpose-built docks maintenance facility. The Hydraulic Power House was completed in 1887 and powered a network of locks, cranes, swing bridges and much more. The 1907 hydraulic pumps were decommissioned in 2010 and the building was opened to the public in 2016 as a Visitor Centre and Cafe.

Underfall Yard is not a museum. It is a working environment with maritime business, an operational slipway, the Docks Engineer and Harbour Master’s teams all contributing to the working nature of the site. We provide education activities for many audiences, including: schools, youth engagement charities, adult learning groups and community groups.

**Purpose of Role**

To engage visitors and online audiences and promote Underfall Yard as a working maritime site, an important industrial heritage site and cultural asset. We also hope to inspire interest in the rebuild project after the fire on site in May 2023.

**Anticipated Time Contribution**

The induction for social media volunteers consists of a half-day induction at the yard, as well as a minimum of four shifts at the Underfall Yard Visitor Centre. These initial shifts will give you time to get to know the site, engage with its audience and gather some initial ideas.

When four Visitor Centre shifts have been completed, the role becomes more flexible. There will be one monthly shift for all social media volunteers to convene on site. Those who wish to continue their shifts in the Visitor Centre on top of their social media role are welcome to do so.

**Expected Activities**

Commit to initial weekly volunteering shifts in the Visitor Centre to provide deeper understanding of the site, it’s history and atmosphere. This will become optional after 4 shifts have been completed.

Keep up to date by reading briefings and information by email, newsletter, and catch-ups with the Volunteer Manager.

Invite visitors to share their memories and stories about Underfall Yard, whilst ensuring that appropriate permissions have been recorded.

Generate ideas and create posts for the Trust’s social media channels, which will be reviewed and scheduled for release by the Community, Learning and Volunteer Manager throughout the year. For example, establishing a series of #OnThisDay posts for the yard’s Instagram.

Ensure that all online content reflects the charitable goals of Underfall Yard Trust and complies with the Trust’s policies and procedures.

**What we are looking for**

Essential:

* Enthusiasm for relevant subjects (Bristol, history, buildings, engineering, maritime industries etc.)
* Reliable and a good team member
* Friendly and approachable manner, suitable to a visitor facing role
* Good record keeping skills

Desirable:

* Interest in media and public communications
* Experience in photography, videography and/or editing

**Training**

An induction will be given before your first shift, including an explanation of the trust's procedures and health and safety guidelines.

Briefings on the progress of the Underfall Yard rebuild project, in the aftermath of the fire in 2023.

Ongoing support from the Community Learning and Volunteering Officer

**Benefits**

Meet new people and get involved in the yard community

Mileage allowance or travel expenses within agreed guidelines

Free drink at the Underfall Café for each shift and 10% discount on meals

Valuable experience in external communications and content creation, as well as insight for working in the museums/heritage sector

**Notes**

Social Media Volunteers must be at least 18 years of age.

**Are you interested?**

Please complete a volunteer registration form and return it to Flex Toomey, Community, Learning and Volunteer Manager to express your interest in volunteering on this project. An informal interview will be arranged.

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