



## IWM London Retail Activator Volunteer

**Role Title**      **Retail & Admissions Volunteer**

**Role Location**      **IWM London**

### Management & Mentorship

Volunteer Engagement is a museum wide partnership that depends on staff and groups investing in the success of every volunteer team. Retail Activator Volunteers will be Line Managed by the Retail and Admissions Team with support from the Volunteer Team Leaders.

### Valuing our volunteers

Volunteers have long played a significant role at Imperial War Museums (IWM). Their support is integral to welcoming and shaping the customer experience and underpinning the Museum's key ambitions and vision. We feel privileged to have volunteer support in a variety of roles and IWM values your expertise, knowledge, and regular commitment.

Are you ready to be a part of our legacy?

### Background to the role & section

At Imperial War Museums, we aim to provide the widest possible access to our outstanding collection and to connect the public with our cause and subject matter.

We are a charity. Support (whether in time or financially) helps us look after our historic sites including IWM Duxford, Churchill War Rooms and HMS Belfast in London; and the world-class collections that make up IWM London and IWM North (in Manchester).

We are looking for volunteers who are proud to promote us as a charitable cause, encourage repeat visits and empower visitors to have a deeper connection and understanding of our subject matter and collections.

As an Activator volunteer you will support our retail team to promote and the goods in our shops and support the team during busy periods and events. You will also help to empower, educate, and inform the public by sharing ways to investigate our collections, stimulate personal connections and ensure the legacy of individual support. We couldn't do it without you.

### Responsibilities and Duties

This multi-faceted role is all about helping IWM promote sales and build long lasting, active relationships with customers within our retail spaces.

As a Retail Activator this is the types of activities you might be involved in:

- Drink & food demonstrations / model making
- Deliver children's activities to promote children's books
- Provide short book reviews
- Promote visits to other branches and encourage membership sales
- Provide way finding and local travel and tourism information
- Directing visitors to the IWM website to access our various commercial offers

- Stocking and tidying shelves / support with stocktaking
- Pack items into bags and wrapping gifts for special occasions
- Conduct short visitor survey's
- During busy periods support queue management
  - help upsell the guidebook and promoting gift aid
  - provide excellent customer service and answer visitor questions about their visit
  - Talk about the unique architecture and history of the site
  - Promote temporary exhibitions / wear promotional tee-shirts
  - During special events (Air shows) help with tickets scanning and wayfinding

**Additional activities may include:**

### **Liaising with the Collections Access and Research Team**

- Sharing routes to connect with staff/ to donate items to the Museum and Library/ and make use of IWM research services
- Advising on searching the IWM collection through our online catalogue
- Using the Tracing leaflets and [website](#) to assist the public

### **Who are we looking for?**

We are seeking keen communicators that love working with people who can proactively promote our retail offer. Volunteers in this role will need to be flexible in carrying out a variety of tasks, happy to take time to listen and enjoy exchanging knowledge.

It is essential that you are empathetic; able to volunteer as part of a team and that you are friendly and approachable with both colleagues and visitors. An enthusiasm for income generation through retail sales and promotion would be beneficial.

You will need to be aged 18 or over to take part in this role.

### **Essential criteria**

- An interest in IWM's subject and mission
- Enthusiasm to support our retail team
- Confident in speaking English
- Self-motivated, positive, and friendly with a confident outlook

### **Desirable criteria**

Experience of (or a desire to learn more about) the below would be advantageous.

- Previous retail experience
- Travel & Tourism of the local area
- Familiar with IWM Collections Online and membership offer

### **Your availability**

We are hoping for volunteers who are available one day per week, ideally Sat-Mon and holidays. We are seeking your regular commitment to make the most out of this role, the training provided to you, and to give you time enough to put this into practice/action.

Recommended volunteer hours are between 10am to 4.30pm (either morning or afternoon shift) including briefing and debriefing.

## Training & Selection

You will need to attend one of the selection days on (these will be combined with applicants for our other branches as well and might not all be at IWM London. We recommend you choose one at IWM London if possible):

- **Sunday, 15 Oct (taking place at IWM London)**
- Monday, 16 Oct (taking place at Churchill War Rooms)
- Saturday, 21 Oct (taking place at Churchill War Rooms)
- **Monday, 23 Oct (taking place at IWM London)**

An Induction Day will then be offered to successful candidates on one of the following days: Tuesday 24 Oct or Saturday 28 Oct.

If you are not available on these dates, please let us know your availability.

## Additional Information:

The volunteer uniform is a red polo shirt and fleece (provided) with dark trousers or skirt (not provided). We recommend sensible footwear as long periods of standing are expected. Wheelchair users are encouraged. Reasonable adjustments can be explored for those less able to stand for long periods.

## Expenses & Vetting statement

Upon offer, all volunteers are required to complete and clear a basic disclosure.

Volunteers are offered £12 per week towards travel expenses. This is for incurred expenses only and will be reimbursed on completion of an expense form and receipts. (Conditions apply)

## Diversity/Inclusion statement

IWM is committed to a policy of Equal Opportunities

## Application

To apply please visit [our recruitment portal](#), select 'Retail Activator' (please remember to indicate Retail Activator in your General Interests) and complete the application form. If you have any questions or problems kindly contact: [LONVolunteering@iwm.org.uk](mailto:LONVolunteering@iwm.org.uk)

Deadline for applications is **Monday 16<sup>th</sup> October**

Should you want to speak to us in person, we are offering a drop-in afternoon at IWM London (Lambeth Road) on **Saturday 7<sup>th</sup> October 11:00-13:00** for any questions you have or support you might need.

We look forward to hearing from you soon.