



<b>Volunteer Title</b>	Existing Volunteer Engagement Coordinator
<b>Department</b>	Human Resources & Volunteers

**About Strawberry Banke Museum:**

Strawbery Banke Museum (SBM) is a 10-acre living history museum located in the heart of downtown Portsmouth. The museum interprets daily life in the same historic waterfront neighborhood over 300+ years, making the 37 historic buildings accessible to a wide range of visitors one of our primary goals. Strawberry Banke hosts an ever-growing number of special events and programs throughout the year. Seasonal and holiday signature events are time-honored traditions that help make Portsmouth the vibrant destination it is. Strawberry Banke is continually ranked as TripAdvisor’s #1 “Thing to do in Portsmouth” and Yankee Magazine Editors’ Choice: Best of New England Classics “Best Historic Village.”

**Strategic Framework:**

*Strawbery Banke Museum:*

- A place to learn,
- A place to gather,
- A place to preserve.

**Mission Statement:**

*To promote understanding of the lives of individuals and the value of community through encounters with the history and ongoing preservation of a New England waterfront neighborhood.*

Toward that goal, Strawberry Banke Museum:

- Acquires and conserves, for today's visitors and for future generations, historic buildings, objects, and other materials pertinent to its mission.
- Conducts research aimed at placing local developments within the broader context of city, state, and national history.
- Disseminates the results of that research to the public through exhibitions, publications, demonstrations, tours, symposia, workshops, and other educational activities and programs.

**Position Overview:**

This Existing Volunteer Engagement Coordinator is a leadership opportunity to work closely with 2 other volunteers (Prospective Volunteer Coordinator, and Volunteer Newsletter Coordinator), and alongside the Director of Human Resources/Volunteer Manager. Together these 4 positions will form a Volunteer Communications sub-committee as part of the larger High Impact Volunteer Engagement (HIVE) team.

**Key Responsibilities:**

- Develop strategies for volunteer retention, including a new tiered incentive structure for volunteers.
- Create a survey to be sent out to all existing volunteers in an effort to collect feedback about what is working well, and what areas of the volunteer experience could be improved upon. This survey will serve as baseline data for the volunteer program pre-orientation, and can be used as a point of comparison post-orientation as a measurement of the program’s success.

- Assist the Volunteer Manager with the planning and coordination of various opportunities for volunteer socializing and appreciation initiative, including the annual Volunteer Appreciation event in May.

#### **Initial Impact:**

Systematized strategies for engaging existing volunteers will create a significant impact on SBM in the immediate future. For example:

- Existing volunteers will have an increased level of engagement with and respect for the organization when they see that meaningful efforts are being prioritized around their volunteer work;
- Existing volunteers will have an increased level of knowledge of the various volunteer opportunities available at the museum and will be able to identify potential new opportunities that are the best fit for their skills and interests;
- Volunteers will have increased knowledge of how their role fits into the work conducted by staff members.
- Volunteers will more closely see why volunteers are integral to the success of the organization, leading to increased yield of returning volunteers and an increased number of individuals' annual active volunteer hours;
- The museum will have a consistent group of volunteers who sign up to attend the soon to be developed Volunteer Orientation & Enrichment sessions.
- Increased volunteer satisfaction with the SBM volunteer program.

#### **Sustained Outcomes:**

Increasing intentional efforts to engage existing volunteers will create a lasting impact as a result of this volunteer's work. For example:

- Relationships with volunteers will be developed from episodic and transactional (e.g., volunteering one time for one shift at an event) to fully engaged throughout the year in meaningful and ongoing ways.
- Volunteers will serve as museum ambassadors who elevate SBM's reputation in the community.
- SBM will see an increased number of volunteers who choose to become Members and Donors.
- Staff members will be able to spend more time on the jobs they've been hired for and rely on highly skilled and dedicated volunteers, thus leading to more engaged, satisfied, productive and efficient employees, therefore having a positive impact on the bottom line of this nonprofit organization.

#### **Training & Support:**

SBM values ongoing opportunities for training and professional development. We are dedicated to ensuring our volunteers have the tools to be successful, including opportunities to gain new skills.

For example:

- Detailed training will be provided on the Raiser's Edge database;
- Attend workshops (in-person and/or webinars) offered through the HIVE Program and other trainings offered by organizations such as the NH Center for Nonprofits, Volunteer New Hampshire, and Granite State Ambassadors.
- Attend planning and training meetings with SBM staff and other volunteers as part of the HIVE team.
- Access to webinars, articles, slideshows, and other resources.

Strawbery Banke Museum is committed to supporting this volunteer role through:

- Regular meetings with the Director of Human Resources/Volunteer Manager (bi-weekly or monthly depending on the volunteer's schedule).
- Attend monthly HIVE team meetings as volunteer's schedule allows.
- Frequent email communication with HIVE team.

#### **Commitment (Length, frequency, and amount of time; location):**

This position is expected to be an ongoing opportunity with a flexible total time commitment, approximately a few hours per week or 15 hours per month. The project will require more hours at the beginning of the calendar year while the engagement strategies and baseline survey are initially being created. Hours can phase out later in the year, depending on the volunteer's schedule. The volunteer will be encouraged to advise on the number of hours they are able to commit.

Much of this work can be done remotely, anytime that works for the volunteer's schedule, with the exception of in-person meetings. However, this volunteer is always welcome to work in the SBM Administrative Offices using the volunteer laptop and telephone anytime Monday – Friday between the hours of 9:00am-4:30pm.

#### **Skills and Qualifications:**

- Excellent written and oral communication skills required.
- Proficient in Gmail and/or Outlook, Word, PowerPoint, and Publisher.
- Experience creating online surveys and exporting survey data preferred.
- Interest in coordinating appreciation events.
- Willingness to learn and be part of a team.

#### **Benefits:**

- Opportunity to meet new people, make a significant difference at a nonprofit organization, and be part of a collaborative team at SBM including Directors from various departments and the President/CEO; professional references gladly provided upon request.
- Connect with contacts at other local organizations.
- Learn new skills through training opportunities.
- Receive complimentary SBM Membership based on total number of hours volunteered annually.
- Attend annual Volunteer Appreciation Party (May).