

MUSEUM *of* BRANDS

Video Content Creation Volunteer

About us

The Museum of Brands, nestled in the vibrant Notting Hill area of West London, is a one-of-a-kind institution that brings to life the fascinating history of consumer culture through branding, packaging, and advertisements. Our collection showcases over 200 years of social and technological change, offering visitors a nostalgic and insightful journey through history. Established by Robert Opie, the museum is a treasure trove of everyday items that might have been thrown away by past generations, but now tell the story of how consumer trends shaped society.

The Role

We are seeking creative and tech-savvy video content creators to help grow our presence on social media, especially through short-form video content. This offers an opportunity for hands-on experience in the GLAM (Galleries, Libraries, Archives, and Museums) Cultural Sector, ideal for students or individuals with a strong interest in marketing and content creation.

You will play a crucial role in creating and curating engaging content that aligns with our brand identity. You'll support our Marketing Officer by planning, filming, and editing fun, informative, and on-brand videos that spotlight our museum, collections, events, and behind-the-scenes moments, with a particular focus on short-form video content for TikTok and Instagram Reels.

What you'll do:

- Film and edit **short-form video content** for TikTok and Instagram Reels, including:
 - On-site content (interviews, object highlights, museum walkthroughs)
 - Event coverage
 - Trend-based videos, memes, and audio-inspired clips
- Use editing tools like **CapCut, Canva, Premiere Pro, or mobile apps** to add text, transitions, captions, and audio.
- Pitch creative video ideas in response to trending formats, audios, and social media moments.
- **Film in public or event spaces**, including engaging with staff or visitors on camera when appropriate.
- Work with the wider team to make content visually cohesive and on-brand.
- Help schedule and post content using **social media tools** (e.g. Meta Business Suite, Hootsuite).
- Stay up to date with TikTok and Instagram trends, tools, and best practices.
- Keep the cultural calendar updated and proactively suggest video content ideas tied to upcoming events or trends.
- Analyse the performance of social media posts, using data insights to adjust and improve future content strategies.

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Additional Duties

- **Front of House Support:** Train as a Museum Admissions Assistant, covering reception duties, welcoming visitors, handling calls, and assisting with other interdepartmental tasks as needed.

Who we're looking for:

We'd like to extend an invitation to anyone, particularly members of the local community.

Training will be provided, but we are looking for anyone who:

- Has experience filming and editing short-form content using **CapCut, TikTok's in-app tools, Adobe Premiere, or similar**
- Understands what makes content perform well on TikTok and Reels (hooks, audio trends, pacing, etc.)
- Feels confident filming in public settings and interacting with people on camera
- Has a **strong visual sense** and can follow a consistent brand style
- Is creative, proactive, and keeps an eye on what's trending
- Enjoys working both collaboratively and independently
- Bonus: an interest in museums, cultural content, or storytelling through video

Availability

We're excited to offer this opportunity as either a volunteer role or a student placement, ideal for anyone looking to gain hands-on experience in a dynamic and creative environment.

Student Placement: This placement is perfect for someone who can contribute 2–3 days per week, with flexible options for full days (8 hours) or half days (4 hours) based on your schedule.

Volunteering: We are looking for individuals who can offer at least one half day per week for a minimum of three months. This helps create a consistent and valuable experience for both you and our marketing team.

Whether you're hoping to enhance your CV, gain industry insight, or support a cause you care about, we'd be delighted to welcome you aboard.

This placement requires in-person work at **The Museum of Brands, London, W11 1QT** during the week.

Expenses

Travel expenses up to £5 will be paid, with up to an additional £5 for lunch expenses if you are here for over 6 hours.

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Training and support

We have an induction process that ensures you have the information needed to thrive during your time with us. Training is primarily 'on-the-job', guided by our Officer. You'll receive ongoing support, regular feedback, and opportunities for 1-to-1 discussions to enhance your skills and experience. We're also happy to provide references and CV support to aid in your future employment opportunities.

Our Commitment

The Museum of Brands is committed to:

- **Equality and fairness:** We believe in providing equal opportunities for all volunteers, ensuring fairness in all aspects of the role.
- **Safe working environment:** Your safety is paramount, and we comply with all health and safety regulations.
- **Confidentiality:** We adhere to the principles of the Data Protection Act to ensure your privacy and data security.

Please note: Applicants from some overseas countries are required to have a relevant work permit or student visa in order to volunteer in the U.K. We'll need to see this for our records before volunteering can commence.

To Apply:

We invite anyone interested in this role to apply with CV and brief description of your experience to our Marketing Officer (ellie@museumofbrands.com) with the subject line Video Content Creation Volunteer.