NORTH YORKSHIRE MOORS RAILWAY

NYMR

VOLUNTEER ROLE DESCRIPTION

SHORT FORM SOCIAL MEDIA CONTENT CREATOR

START YOUR VOLUNTEER JOURNEY

Volunteers are the beating heart and soul of our much-loved living museum.

The North Yorkshire Moors Railway offers a wide range of experiences for those who love history, trains, and a unique experience. Volunteering presents you with the opportunity to meet new people from all walks of life. You'll gain worthwhile skills, and this can result in a real sense of achievement. Around 1000 volunteers work in various roles across the NYMR and they all bring something unique with them.

OVERVIEW OF SHORT FORM SOCIAL MEDIA CONTENT CREATOR ROLE

The NYMR offers a wide range of experiences for those who love history, trains, and unique storytelling. The role involves filming and some editing of short form video content across the railway, creating engaging reels, TikToks, and short videos for social platforms, and capturing day-to-day life, events, locomotives, and people to bring these stories to life. This includes attending events to capture live content, as well as organising and submitting content for approval and scheduling.

WHAT'S IN IT FOR YOU?

- becoming part of a friendly and dedicated team
- volunteering in a leading heritage environment and living museum
- learning new skills and taking on new personal challenges
- meeting new people and making new friends
- enjoying new experiences and gaining great personal satisfaction
- access to unique experiences, benefits, and discounts

We work hard to ensure that your volunteer experience with us is enjoyable and rewarding.

WHAT'S INVOLVED?

- filming and some editing of short form video content across the railway
- creating engaging reels, TikToks, and short videos for social platforms
- capturing day-to-day life, events, locomotives, and people
- working with the marketing and events teams to align content with campaigns
- identifying trends and adapting them to suit the railway
- ensuring content reflects the NYMR's tone, brand, and values
- attending events to capture live content
- organising and submitting content for approval and scheduling

DESIRABLE SKILLS

This role will suit people who...

- experience using social media platforms such as Facebook, Instagram, and TikTok
- basic video filming and editing skills using a mobile device or camera
- creativity and an eye for engaging content
- awareness of social media trends and formats
- good communication skills
- ability to work independently and as part of a team
- enthusiasm for heritage, railways, or storytelling

TRAINING

Full training will be available to support you in your role in person

- full induction to the railway and the role
- guidance on brand tone, content style, and expectations
- support from the marketing team
- opportunity to develop digital and creative skills
- ongoing feedback and development opportunities

ADDITIONAL INFORMATION

ROSTER:
This is not a rostered role.

WHERE YOU VOLUNTEER:
Across the railway at various locations including stations, trains, and events.

TIME COMMITMENT:
Flexible. We welcome any regular or ad hoc time you can offer, including weekends and event days.

UNIFORM & EQUIPMENT:
You will need to use your own device such as a smartphone or camera. Any additional guidance or equipment will be provided where needed.

WHAT NEXT?
If this is a role that you are interested in please complete an Expression of Interest form available on the NYMR website, and a member of the Volunteering department will contact you shortly.
www.nymr.co.uk/volunteer

CONTACT US:
Thank you for considering volunteering at the NYMR. If you have any questions or queries you can contact us via email; volunteer@nymr.co.uk