**Marketing Champion of the Year**

**Archives**

Marketing Champion of the Year, entry by: Susan Edwards, Glamorgan Archivist

Name of Nominee: Rhian Phillips

Job Title: Senior Archivist

Organisation Name: Glamorgan Archives

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Why are you nominating this person?

Rhian has responsibility for access to the Collection; a role which covers both on-site and remote use and marketing and promotion. Under her guidance the social media presence of the service has grown to include Twitter, Facebook, a blog and regular Documents of the Month on the website. Staff across the Archives are encouraged to submit items and photographs for the social media feeds. Rhian has developed links with local media outlets, encouraging them to mine existing on-line sources for information and potential stories. This year the Document of the Month section of the website has been used extensively by both print and on-line news with a resultant raised profile for the service at minimum staff cost.