

### Volunteer role description

**Volunteer role:** Big Knit Campaign Ambassador  
**Key contact:** Communications and Campaigns Manager  
**Placement:** Various, local area - Cambridgeshire, Peterborough  
**DBS check level:** Basic level check plus 2 satisfactory references

**Training required:** Age UK induction training is mandatory, thereafter volunteers are encouraged to attend volunteer gatherings to share experiences and receive training from the organised event. However, there maybe additional service specific training required.

### **INTRODUCTION**

Age UK Cambridgeshire and Peterborough (Age UK CAP) is an independent charitable organisation which exists to improve the life of older people in the county. The charity meets this objective by;

- Providing services
- Campaigning for a better deal for older people
- Working in partnership with other organisations
- Identifying, and finding new ways to meet new and changing needs

### **ROLE PURPOSE**

To assist the Communications and Campaigns Manager in promoting The Big Knit Campaign.

The Big Knit raises vital funds to support our local winter projects to help older people keep warm and well in winter through sharing time visits, emergency cold weather support, warm meals and other vital services.

The Big Knit brings people and communities together. The role will encourage and support individuals and knitting groups to set up, share patterns, fundraise for us and take part in marketing.

### **Skills/Abilities and experience beneficial to the role**

A real desire to make a difference to people's lives but you may also have:

- Good organisational skills.
- Good telephone manner and good people skills
- Friendly and enthusiastic
- Some experience of marketing and promotion.
- A desire to make a difference.
- Ability to knit or crochet beneficial but not essential

### **Tasks/responsibilities**

- Making phone calls to volunteers and organisations encouraging them to join the campaign and contribute knitting/crocheting little hats either individually or as clubs.
- Where able, visiting clubs and organisations to talk about The Big Knit Campaign, share patterns and encourage joining our campaign.

- Post promotional materials and patterns to clubs and organisations and help with general administration.
- Using innovative skills to promote the campaign in all media channels, such as newspapers, social media and on local radio.
- To accept the supervision, support and direction offered by Age UK CAP.
- Help to promote Age UK CAP in the best possible way. Raising awareness of general services and activities which might be provided by Age UK CAP or others, to the benefit of older people and their families

For more information about the campaign please contact:

[BigKnit@ageukcap.org.uk](mailto:BigKnit@ageukcap.org.uk) or to volunteer contact  
[volunteering@ageukcap.org.uk](mailto:volunteering@ageukcap.org.uk) or phone **01354 691898**