

Volunteer role description

Volunteer role: Campaigns Promotions and Marketing Assistant
Key contact: Communications and Campaigns Manager
Placement: Dependent upon current campaign/work. Office; Cambridge, Chatteris, Peterborough
DBS check level; Basic level check plus 2 satisfactory references

Training required: AgeUK induction training is mandatory, there after 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 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 the promotion and marketing of our activities and attending public events to represent Age UK CAP.

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
- Knowledge of digital photography and editing
- Willing to travel
- Some experience of marketing and promotion.

Tasks/responsibilities

- Making phone calls and administration tasks to plan and promote events (eg general meetings, campaigns, fundraising, exhibition/market place attendances).
- Using innovative skills to promote the activities of Age UK CAP in all media channels, such as newspapers, social media and on local radio.
- Assisting in developing and maintaining a marketing database.
- Assisting in developing surveys and analysing results.
- Taking photographs at events and editing, for use in our media.
- 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.