

Volunteer Role Outline

Volunteer: Marketing & Communications

Project: Marketing

Time requirement: Approximately 1 day per week

Location: Bradbury Centre, North Shields

Accountability: Customer Service & Marketing Manager

Required training: Induction

DBS: No

Purpose of the role:

To support the delivery of the Group marketing strategy

Duties of the volunteer:

- Help develop, update and have a degree of oversight of the overall social media content and wider marketing strategies
- Ensure strategies focus on growth of targeted audiences
- Support the implementation of the strategies allocated to the charity and social enterprise
- Web Content – develop and update content resources & platforms/ channels as required- (training provided)
- Pro-actively suggest creative approaches to reaching our target audiences online
- SEO: Support search engine optimization
- PR: Engage local, target audiences
- Fundraising: Help plan and support fundraising activities
- Produce marketing materials in Canva
- Work with other members of staff at all levels across the Group to ensure that the overall digital approach is joined up, both in terms of planning and delivery

Skills that are required/desirable:

- Proven high standard of written and verbal communication
- A passion for Social Media
- Interest in event organisation
- High levels of attention to detail and accuracy
- Great organisational skills
- Proactive, creative and resourceful
- Experience of collaborative team working
- Be able to work both independently and as part of a team

Benefits to the volunteer:

The right individual will enjoy sharing their existing skills in a fast paced but friendly environment.

For those individuals with a passion for marketing looking for work experience perhaps as a stepping stone into employment this role offers exactly that.

To hear more about this exciting opportunity contact our Recruitment Team Tel: 0191 2877011 or apply via our website

<https://www.ageuk.org.uk/northtyneside/get-involved/volunteer/>

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