

## Communications and marketing volunteer

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### About Age UK Sutton

Age UK Sutton is an independent, local charity working throughout the London Borough of Sutton to support older people, their families and carers. Our vision is an Age Friendly Sutton, where older people know that they belong, and feel supported and valued.

We offer a range of practical, social and information services and support for people aged 50+ that help them make the most of their later life. As well as providing services, we work to influence wider changes in the community to make Sutton a more age friendly place.

### *Role Description:*

We are looking for an enthusiastic and skilled volunteer with an interest in charity communications, marketing and a creative flair to help us deliver effective communications and marketing activities to reach our various audiences.

### Who we are looking for

- Experienced social media user (particularly Facebook, Twitter and Instagram)
- Excellent written communication skills
- Creative writing and design abilities
- Good computer and digital skills
- Enthusiasm for communications and marketing and willingness to learn
- Interest in helping Age UK Sutton achieve its aims
- Good organisational skills
- Excellent interpersonal skills, and able to work as part of a team
- Able to volunteer four to six hours a week for at least three months

### Summary of duties

- Help to create engaging content for Age UK Sutton's social media channels
- Monitor website and social media activity,
- Contribute to insight about these channels and how best to utilise them
- Help with the administration of a communications and marketing database (training will be provided)
- Working with the Fundraising Manager to maintain Age UK Sutton's website, including developing web content (CMS training will be provided)
- Creating branded collateral and other promotional material
- Supporting campaigns, marketing, events and fundraising activities

### **What we can offer**

- Exposure to various communications and marketing activity; this is especially helpful for someone looking to supplement communications/marketing knowledge with practical experience in a work environment.
- Opportunities to learn about and gain experience in managing digital channels like websites and social media
- A chance to build a creative portfolio including written content and branded collateral
- Regular support to help personal development and achieve goals
- A chance to be part of the warm and dynamic Age UK Sutton family, helping to make Sutton a more age-friendly place

### **Further Information:**

- A Basic DBS is needed. We will help you with this.
- Reasonable volunteering related travel expenses covered

**Reporting to:** Fundraising Manager