

VOLUNTEER ROLE DESCRIPTION



VOLUNTEER TITLE: Communications and Marketing Volunteer

VOLUNTEER LINK: Communications and Marketing Officer (Retail)

Aims: To support the Communications and Marketing team to ensure the events, projects and services at St Oswald's Hospice are promoted engagingly and effectively.

When / Where: 3-4 hours per week on site with opportunity to volunteer remotely if the nature of the task allows.

Main Tasks:

- To help with the research and delivery of stories and other marketing communications for our website, newsletters, intranet and media releases.
- Generate ideas for engaging social media campaigns and support the development of social media content across the various channels owned by St Oswald's Hospice e.g. @stoswaldshospice, @stoswaldsretail @poshfrocksbystowalds
- To assist with monitoring, analysis and evaluation of relevant communications and marketing activities.
- Help with proofreading and provide quality control for print and electronic publications.
- Undertake adhoc tasks as required.

Personal Qualities:

- Identifies with St Oswald's Hospice Values and People Charter <https://www.stoswaldsuk.org/who-we-are/our-values-and-people-charter/>
- All round good communicator.
- Friendly.
- Creative with a passion for communications and marketing.
- Organised and efficient with a good attention to detail.
- Able to manage volunteer task load and time effectively.
- Carry out volunteering tasks independently and as part of a team.

Benefits

- The chance to make a difference to people at a difficult time in their lives and to support your local community.
- An exciting opportunity to develop new skills and expand your knowledge of communications and marketing.
- A chance to meet new people.
- Reimbursement of your travel expenses.

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**St Oswald's
Hospice**

- The support of a

Volunteer Link who is an experienced member of the C&M Team.

Essential Processes/ Training (Internal Info):

- ☒ Recruitment Pathway *[On-site]*
- ☒ Minimum age *[18+]*
- ☒ DBS check required *[Enhanced Childrens]*
- ☒ Health & Safety Training Online *[non clinical & on-site]*
- ☒ Induction *[on-site]*