

## **VOLUNTEER ROLE DESCRIPTION**

### **Volunteer to Career - Volunteer Internship which includes Pitman Training's National Diploma Programme.**

The Volunteer to Career (VtC) pathway offers you the chance to gain useful experience while supporting St Oswald's Hospice as a Volunteer Intern. The role will help you to develop new and existing skills and knowledge. It will give you a helpful insight into what it's like to work in your chosen area and help to build your confidence and boost your employability, making it easier to find a job in the future.

You will also work towards a Pitman Training Diploma. Diploma courses are designed to help you progress your career and are highly respected by employers.

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#### **VOLUNTEER TITLE:**

#### **COMMUNICATIONS AND MARKETING ASSISTANT – Volunteer Intern**

#### **VOLUNTEER LINK: COMMUNICATIONS AND MARKETING MANAGER**

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#### **Aims**

To help the Communications and Marketing team to promote our events, projects and services in an engaging and effective way to a variety of audiences. You will help us to raise awareness of our charity's work and impact, inspire people to support us, and share the voices and experiences of people who use our services.

#### **When / Where**

A minimum of 4 hours per week volunteering on site at St Oswald's Hospice, Regent Avenue, Gosforth, Newcastle upon Tyne NE3 1EE

Plus a minimum of 4-5 hours per week training (195 hours in total) at Pitman Training Centre, 2 Collingwood Street, Newcastle upon Tyne NE1 1JF where you will be supported by the Pitman Training Staff.

#### **Main Tasks**

- To help find, research and create case studies, stories and other marketing communications content for digital and print, in a range of formats (written, audio and video). This will include interviewing people in person/over the phone and writing compelling case studies/news stories/social posts to engage a range of audiences.
- Generate ideas for engaging social media campaigns and support the development of social media content across our channels including @stoswaldshospice, @stoswaldsretail @poshfrocksbystowalds

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- To assist with monitoring, analysing and the evaluation of communications and marketing activities.
- Help with proofreading and provide quality control for print and electronic publications.
- Undertake adhoc tasks as required.

### **Skills and Experience**

- High standard of written English as there is a strong writing element to this role – with a minimum of grade 5 at GCSE level.
- Ideally experience of writing to engage a variety of audiences.
- High standard of spoken English as this role involves talking to and interviewing a range of people in person, on email or by phone (mainly staff, volunteers, patients and families, supporters).

### **Additional Info**

- Pitman Training course information can be found at:  
[Marketing Assistant Diploma Courses | Pitman Training](#)

### **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.
- Positive and can-do attitude.

### **Benefits**

- Volunteering at St Oswald's Hospice gives you the opportunity to make a difference to people at a difficult time in their lives and to support your local community.
- Gain a Pitman Marketing Assistant Diploma – awarded 145 CPD points upon successful completion.
- An exciting opportunity to gain experience, develop new skills and expand your knowledge of communications and marketing.
- A chance to meet new people and be part of a friendly team.
- Reimbursement of your travel expenses.
- The support of a Volunteer Link who is an experienced member of the Communications and Marketing Team.
- The support of Pitman Training staff while completing the Pitman Diploma
- Access to training and support offered to our Volunteer to Career volunteers.

### **Essential Processes/ Training (Internal Info)**

- ☒ Recruitment Pathway *[On-site]*
- ☒ Minimum age *[18+]*

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- ☒ DBS check required [*specify Enhanced Children's*]
- ☒ Health & Safety Training Online [*non-clinical*]
- ☒ Additional training specific to role:  
Induction [On-site] and Departmental and Organisational Induction
- ☒ Smartcard Required [*No*]
- ☒ Office Based Risk Assessment
- ☒ St Oswald's Hospice Dress Code