

VOLUNTEER TITLE: Digital Communications and Marketing Volunteer

REPORTS TO: Digital Communications and Marketing Officer

Aims: To support the Communications and Marketing Team across all comms channels with a focus on digital comms and marketing. This will support both internal and external communications and marketing activities, helping to promote St Oswald's Hospice projects, events and services effectively.

When/Where

Ideally, a minimum 4 hours per week volunteering on site in Gosforth. If needed, we can support volunteering from home if preferred.

Main Tasks

- Assist with updating content across digital channels, including social media, website, intranet, e-marketing, and text systems.
- Help with media monitoring, including collating PR stats via media monitoring software.
- Assist in compiling analytics reports from social media, e-marketing, and intranet.
- Help maintain and add content to external third-party websites (e.g. event listings on Facebook Groups).
- Support community engagement on our social media channels - responding to comments and keeping conversations going.
- Ensure our corporate identity and branding are always adhered to and safeguarded.

Skills and Experience

- Strong written and verbal communication skills, with the ability to create high-quality, engaging copy.
- An adaptable writing style depending on the audience and channel.
- Experience with using software like Mailchimp, CMS systems (e.g., WordPress), web page design, and social media insights.
- Basic knowledge of HTML is desirable but not essential.
- Familiarity with evolving digital media platforms and technologies.
- Comfortable and enthusiastic about using social media platforms to connect and engage with others.
- Confident working both independently and as part of a team.
- Ability to prioritise multiple tasks and meet tight deadlines when needed.

Personal Qualities

- Identifies with [St Oswald's Hospice Values and People Charter](#).
- A passion and interest in digital marketing.
- Willing to learn and develop own skills.
- All round good communicator.
- 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, friendly and with a can-do attitude.

ST OSWALD'S HOSPICE: VOLUNTEER TASK DESCRIPTION



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.
- A chance to develop new skills, experiences and knowledge.
- 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 team.

Essential Processes/ Training (Internal Info):

- ☒ Recruitment Pathway *[On-site]*
- ☒ Minimum age *[18+]*
- ☒ DBS check required *[Enhanced Children]*
- ☒ Health & Safety Training Online *[Non-clinical]*
- ☒ Smartcard Required *[No]*
- ☐ Home Working Risk Assessment *[if applicable]*