

Volunteer Task Profile

Marketing Volunteer

Background	Volunteers will assist the Marketing Team by helping with specific marketing tasks and projects such as planning and scheduling social media content, track and report on the effectiveness of marketing campaigns and social media performance/ website performance, as well as providing some general support to the Marketing Team.
Role Title	Marketing Volunteer
Line Manager (job title)	Digital & E-Commerce Officer
You will need to be:	<ul style="list-style-type: none"> • Tech-savvy with strong organisational skills • Reliable • Creative • Respectful of and committed to confidentiality, equality & diversity
You will need to have (skills):	<ul style="list-style-type: none"> • Familiarity with social media platforms and digital marketing tools • Computer literate to include use of Microsoft Word • Good written communication skills • Knowledge of design software (Canva) is a plus • Training and Support will be given
Tasks include (but are not limited to):	<ul style="list-style-type: none"> • Writing, planning and scheduling social media channels via Hootsuite. • Creating engaging content which may be used across several platforms (initially on social media but may also be used in other places eg website or direct mail). • Reporting on effectiveness of content. • Conduct research and analyse trends to identify new marketing opportunities. • Collaborate with the marketing team to create visually appealing content. • Collaborate with marketing team to develop a timeline/ schedule for marketing campaigns.
Time commitment	<p>3 - 4 hours per week</p> <p>Multiple days a week preferable but flexible.</p> <p>Ability to conduct majority of work outside of hospice.</p>
Disclosure required	None
General Requirements	<p>Induction and mandatory training will be provided</p> <p>Must comply with St Teresa's Hospice Policies and Procedures</p> <p>All volunteers are required to provide proof of ID and satisfactory references</p>