

Marketing Communication Volunteer - Role Description

Role Title:	Marketing and Communication volunteer
Location of position:	Head office in Chelmsford
Responsible to:	Phil Hesmondhalgh
Purpose of the role:	<p>The Country Trust is the leading national educational charity dedicated to bringing food, farming and the working countryside alive for those children least able to access it. We operate throughout England and Wales, working primarily with primary schools in urban areas of high deprivation. Each year we ignite the curiosity and broaden the horizons of more than 25,000 children.</p> <p>The Country Trust is looking for someone who can provide Marketing and Communication support to the Head of Marketing and Communications and to liaise with staff and external organisations, in order to contribute to the efficient marketing of Country Trust communications.</p>
Description of the tasks:	<ul style="list-style-type: none"> • Regularly update information on the CT website and keep the blog page up to date with relevant activities. • Regularly update information on CT social media channels including Facebook, Twitter and LinkedIn • Liaise between CT staff and external organisations in order to check and verify information for inclusion in marketing and communication collateral. • To support the writing of CT press releases, marketing collateral and other communication material. • To help disseminate the CT brand guidelines both internally and externally. • Liaise with commissioned agencies, suppliers and freelancers in order to ensure that any relevant information is properly communicated. • To assist in the collating and layout of presentations including content and design. • Collate national and local news stories and information relevant to the CT and make staff aware of them • To help support CT staff with their communication activities, contacting media and sourcing relevant comms channels. • Follow up on feedback or requests for information that HQ receives in writing or via the telephone.
Time commitment:	The volunteer should be able to commit to at least one day per week for the next 3 months, after which the role will be reviewed.
Experience, skills, personal qualities needed:	<ul style="list-style-type: none"> • Excellent telephone manner and people skills. • Excellent communication skills - both written and verbal. • Fully computer literate and comfortable with the main Microsoft Office tools, databases and emails.

	<ul style="list-style-type: none"> • Outgoing, friendly and proactive character. • Be comfortable volunteering within a group or by yourself • Being able to use your own initiative but be able to ask for help when you need it. • Experience in a marketing role would be an advantage.
Training and support offered:	Volunteers will be given a thorough induction to the organisation and full training on all aspects of the role. You will be given support, advice and guidance, from a supervisor. You will receive regular updates on organisational activities.
Benefits to the volunteer:	<p>You will develop new and existing skills and gain experience volunteering in a charity.</p> <p>You will have the opportunity to meet new, like-minded people.</p> <p>You will gain satisfaction from making a vital difference to the work of The Country Trust and helping to transform the day-to-day lives of the most disadvantaged children in their county and beyond.</p>
Reimbursement of expenses:	Out of pocket expenses can be claimed from The Country Trust in line with the policy.
Application procedure:	If you would like to apply for this role you will need to complete an application form and have an informal interview and a reference check. A trial period will then be arranged.
For more information, contact:	Email phesmondhalgh@countrytrust.org.uk or telephone 01245 608363.