

Volunteer Role Profile

Volunteer Role

Marketing Volunteer (Digital Design)

Volunteer Manager

Volunteer Co-ordinator

Where you will be based

Community

Why we want you

By volunteering with us in this role you'll be a part of our team that helps our organisation to be more effective and grow, which will in turn enable us to achieve our aims of promoting, enhancing and protecting the countryside for the benefit of everyone.

In this role you will be utilising your experience in marketing and/or communications to improve our marketing activity and reach more people, in collaboration with the rest of the team.

Typically you will be doing some of the following activities, based on your skills and interests:

What you will be doing

- Using your digital design skills to create or source visual images/resources to promote our activities, achievements and the topics we campaign about
- Using your creative flair to create content and improve the look of our publicity in line with CPRE brand guidelines, encouraging members, volunteers, donors and the general public to engage with our activities
- Developing or editing content for our website, our publications, and social media
- Analysing our media performance across all channels and advising on improvement
- Improve our approach to members, supporters, community groups and other organisations who share our aims
- Creating profiles and case studies to showcase the good work CPRE is doing across the area
- Liaising with staff, volunteers, partners, supporters and CPRE colleagues to source content and information

The skills you need

- Marketing, business development, communications or fundraising experience
- An interest in the countryside and environmental issues
- An inclusive writing and digital design style to attract a diverse audience
- Experience using Canva, Flourish or equivalent software to support our

messaging would be beneficial

- Have access to a computer and the internet at home and be confident using them

What's in it for you

- Use your skills to help our charity and make a positive difference to the countryside
- Meet like-minded people and enjoy being part of a team
- Enhance your CV by developing new skills and gaining valuable experience
- We will support you in your role and provide you with relevant training, including an online induction to national CPRE
- We can give you a reference for your future work or volunteering
- Get involved with workshops, social activities and networking events on a local and national level