

JOB DESCRIPTION

JOB TITLE: Volunteering Services Officer (Marketing and Campaigns)	SALARY: £24,654 FTE
DEPT: Volunteering Services	HOURS : 22.5 hrs per week
ACCOUNTABLE TO: Senior Manager for Volunteering Services	LOCATION: Blended Home Working Office base - Brightspace, Ipswich or Kirkley Centre, Lowestoft
JOB PURPOSE	
<ul style="list-style-type: none"> • To undertake a range of promotional activities, events and campaigns across Suffolk and in localities to promote and champion the social value of volunteering • To undertake a range of activities, events and campaigns across Suffolk and in localities to promote and champion best practice in volunteering • To increase the impact of volunteering across the County through the development of a diverse range of quality placements • To establish and keep Community Action Suffolk (CAS) at the forefront of campaigning and promoting volunteering in the UK • To maximize all opportunities for promoting the value and sustainability of volunteering within Suffolk via social media and traditional forms of publicity • To be an ambassador for CAS supporting and promoting CAS's diverse range of products and services • To be a positive and flexible member of a high performing, innovative and enterprising Volunteer & Community Services and the wider CAS team 	
MAIN DUTIES AND RESPONSIBILITIES	
<p>To undertake a range of promotional activities, events and campaigns across Suffolk and in localities to promote and champion the social value of volunteering</p> <ul style="list-style-type: none"> • To undertake a range of promotional activities to raise the profile and the benefits of volunteering in Suffolk • To take responsibility for promoting and marketing the Volunteer Suffolk platform (Inc: social media, press releases, local paper articles, newsletters). • To develop relationships with and target the business and public sectors to increase their understanding of volunteering and take up of volunteering opportunities • To lead the CAS Volunteering team campaigns and promotions and seek to 	

increase volunteering to specific target groups as identified for example, young volunteers, pre-retirement, and Multi-Cultural communities

- To target interested parties and existing events to present and showcase volunteering and create and engage in relevant events and pre-organised activities
- To work with the wider Community Action Suffolk Teams to co-ordinate promotional and networking opportunities and maximize the effectiveness of these campaigns for volunteering within the County

To undertake a range of activities, events and campaigns across Suffolk and in localities to promote and champion best practice in volunteering

- To undertake a range of promotional and events to promote and champion the benefits of best practice in volunteering
- To develop relationships with and target voluntary organisations and public sectors to increase their understanding of best practice
- To lead the CAS Volunteering team campaigns and promotions and seek to increase the voluntary sector understanding and engagement with best practice in volunteering
- To work with the wider Community Action Suffolk Teams to co-ordinate promotional and networking opportunities and maximize the effectiveness of these campaigns for best practice in volunteering within the County

To increase the impact of volunteering across the County through the promotion of a diverse range of high quality placements

- Work with voluntary and community sector (VCS) organisations to enable them to realise the benefit of volunteering through promotional and campaign work
- Work with a diverse range of organisations to promote an increase in volunteering opportunities available across the county
- Provide support and guidance to VCS organisations to ensure they are promoting their volunteering offer appropriately and can provide quality placements for individuals
- Work with other members of the volunteering team and organisations to promote and support Employer Supported Volunteering opportunities
- To facilitate Volunteering Networking Meetings across county and in localities to increase support and share learning regarding Volunteering
- Review, update and maintain up to date quality CAS information, guidance and toolkits ensuring it is accessible to all organisations
- To provide support to promote a range of training and development opportunities to ensure individuals and organisations are volunteer-ready

To help establish and keep Community Action Suffolk (CAS) at the forefront of campaigning and promoting volunteering in the UK

- To keep up to date and research best practice in volunteering both at a national and international level and bring innovation into the County
- Undertake promotional activities and facilitate campaign and events to ensure that CAS is the place to go for all things volunteering in Suffolk
- To ensure that all promotional and campaign materials used by the Volunteering team and wider CAS remains relevant, fit for purpose and up to date
- To lead on all CAS volunteering marketing campaigns via social media and traditional forms of publicity

To maximize all opportunities for promoting the value and sustainability of volunteering within Suffolk via social media and traditional forms of publicity

- Create and maintain suitable social media platforms to promote volunteering
- Develop suitable publicity material as required
- Liaise with local media contacts and provide suitable material for publishing volunteering across Suffolk
- Working in partnership with other voluntary sector organisations and colleagues to promote the value and sustainability of volunteering

To be an ambassador for CAS supporting and promoting CAS's diverse range of products and services

- Develop and maintain an expert working knowledge about the diverse range of CAS's products and services and seek to raise awareness and promote these wherever possible
- Be a first point of contact to share knowledge about who to turn to for support in CAS
- To work with the wider CAS team to raise awareness of CAS's volunteering offer so they can promote volunteering to their stakeholder groups
- Contribute to the development of local and county wide marketing and communication strategies and plans and work with CAS's marketing team to promote CAS's volunteering offer both internally and externally
- Generate a range of content for both internal and external marketing resources such as newsletters, e-bulletins, posters, flyers and postcards etc.
- Actively promote the benefits of CAS membership

To be a positive and flexible member of a high performing, innovative and enterprising Volunteering and Community Services and wider CAS team

- Work with organisations to ensure the Volunteer Suffolk website is kept continually updated and maximise its effectiveness for individuals and the voluntary and community sector across county
- To support the development of impact measurement tools to capture and record outcomes, developing and shaping partnerships

- To work collaboratively with colleagues to find solutions to issues as they arise
- To take responsibility for other activities as specified by the line manager or Senior Management Team

PERSON SPECIFICATION

Qualifications	<ul style="list-style-type: none"> • To be educated to 'A' Level Standard or equivalent
Knowledge, Experience and Skill	<ul style="list-style-type: none"> • A good level of experience/understanding of creating, supporting or delivering promotional campaigns and best practice • An understanding of the use of social media in support of promotional campaigns • Demonstrable experience in supporting and developing volunteering • Ability to engage and support a diverse range of volunteers • An understanding of volunteering and the practical skills required to support this • A good understanding of community development and the role of volunteering within this • A proven track record in developing, establishing and maintain good working relationships both internally and externally • Excellent presentation skills and the ability to share and disseminate knowledge and learning in a range of different settings • Experience of setting and working to targets within an outcome framework • Extensive experience in organising and managing priorities and time • The ability to communicate at all levels with excellent listening skills • Excellent working knowledge of modern IT • A good working knowledge of the geography of the county
Attributes	<ul style="list-style-type: none"> • Personal commitment to CAS its values and the values of volunteering • Excellent team player with a positive attitude to change • High levels of flexibility and a can do attitude with the ability to "muck in" where required • A collaborative and solution based approach to solving problems • Ability to self manage, organise, balance and deliver against a range of competing priorities • Commitment and an ability to contribute to an emotionally healthy and fun working environment • Travel around the county and so an ability to travel within Suffolk or further afield as necessary