**Marketing Volunteer**

**About AY Group CIC**

AY Group CIC aims to offer a facility that will provide social, educational, recreational and wellbeing activities in a safe and secure community environment. We will also promote community cohesion through dialogue and discussions at the center where all groups from diverse backgrounds will be welcome.

**Who are we looking for?**

The role of the Marketing volunteer is to promote the work of AY Group CIC to potential clients and stakeholders by developing and overseeing marketing campaigns.

**Tasks**

* Overseeing and developing marketing campaigns
* Conducting research and analysing data to identify and define audiences
* Developing a social media presence for AY Group CIC using all of the main platforms e.g. Twitter, Facebook and Instagram
* Keeping our social media channels updated on a regular basis
* Encouraging others to comment on and share AY Groups social media posts
* Developing promotional activities and events to engage with key stakeholders
* Writing and proofreading creative copy
* Ensuring information on databases is correct and useful

**Skills and qualifications required**

While no formal qualifications are required we would like volunteers to have the following skills:-

* Some experience of marketing and social media, either through education, work or volunteering
* Good communication skills both written and spoken
* Familiar with using social media and other online tools to generate interest in a business or project
* An excellent communicator
* Aware of the latest trends relating to marketing and social media
* Able to write clearly, accurately and succinctly
* Good networking skills
* Innovative with the ability to develop resources
* Reliable with good timekeeping

**Commitment required**

The volunteer will need to be able to attend one of our offices (either Fulham or Tower Hamlets) up to three times per week arranged in advance. We need a volunteer to commit to at least three months.

**Induction and Training**

Volunteers will receive a full induction into the organization and training which is relevant to the role of an AY Group CIC Marketing volunteer.

**Support and supervision**

All volunteers will be offered ongoing support by the CEO of AY Group CIC.

**Recruitment process**

Volunteers will need to complete an application form before being invited for an informal discussion with the Director and the CEO.

**Screening**

Volunteers are asked to provide details of two referees on their application form. For volunteers who are unable to provide this information a trial period will be arranged.

**Benefits to the volunteer**

* Gain experience in a third sector organisation
* Develop transferable skills or enhance your existing skills
* A reference for volunteers seeking paid employment. Volunteers must commit to at least three months of volunteering first.