

MARKETING COMMUNICATIONS VOLUNTEER ROLE DESCRIPTION

ABOUT WILLOW BURN VOLUNTEERS

Volunteers use their time, skills and experience to enhance the provision for our patients and to support the staff in delivering a high quality experience for all and as such will:

- Have enthusiasm and commitment to Willow Burn Hospice, our mission and values.
- Give a realistic time commitment, whilst there is no minimum number of hours required, most of our volunteers give at least four hours a week.
- Work under the direction of staff to deliver a high quality service
- Respect the privacy of patients and families
- Undertake training necessary for the role
- Make links with the community and share Willow Burn's messages

OUR VISION

A community that holds no boundaries in treasuring lives through the provision of specialist supportive, palliative and end of life care.

OUR VALUES

Passionate – we are passionate about delivering an outstanding service to people in our community.

Accountable – we are a responsible organisation that people can trust.

Respect – we are respectful and considerate, ensuring dignity at all times.

Caring – care and compassion is at the heart of everything we do.

Empowering – we support and enable people to take control and achieve their goals.

Loyalty – we are committed to improving the lives of people in Derwentside.

PURPOSE OF THIS VOLUNTEER ROLE

The Marketing and Communications Volunteer will be part of the Income Generation and Marketing Department and will be responsible for assisting the team in all aspects of marketing and communications for Willow Burn Hospice

POINT OF CONTACT

Marketing and Communications Manager

TASK DESCRIPTION

- Assist in the digital media marketing including social media and managing the website, to ensure Willow Burn are promoting the cause effectively, ensuring the website is kept up to date at all times

- Continually raise the profile of the Hospice and champion all aspects of the charities work
- Proactively assist in providing marketing and communications across the hospice, publicising services and fundraising activities to individuals, organisations and corporate bodies
- Assist with writing copy for inclusion in local community magazines
- Assist with the writing of all hospice publications
- Support the income generation team as requested

PERSONAL SPECIFICATION FOR MARKETING COMMUNICATIONS VOLUNTEERS

- Effective written and verbal communication skills.
- Excellent customer service skills.
- Communicate positively and effectively
- Demonstrate a 'can do' attitude.
- Solutions driven approach to all tasks
- Decisive thinker
- Curious innovator with keenness to experiment
- Proactively thinking outside the box by being able to see the bigger picture
- Effective written and verbal communications.
- Ability to work independently without constant supervision in delivering role outcomes.
- Excellent IT skills including Excel, Outlook and Canva

ADDITIONAL REQUIREMENTS

- To ensure in all circumstances that you represent Willow Burn in a positive light.

The above is indicative of the tasks to be carried out and will change from time to time in consultation with the volunteer and in line with service needs.

All duties are to be carried out in accordance with the law, the Willow Burn Hospice philosophy, policies and procedures, the placement contract (if applicable) and in the spirit of fairness and equality and other professional guidelines.