

# Volunteer Role Profile



Volunteer Role

**Marketing & Communications Volunteer**

Volunteer Manager

**Volunteer manager**

Where you will be based

**Community**

## Why we want you

This is an important volunteer role within our Partnership team - you will be using your writing and communication skills to inspire our business supporters and further engage them with the Trust's cause. You will also help us monitor and evaluate our communication results to identify areas for improvement.

## What you will be doing

- Creating our fortnightly Partnerships e-newsletter, which is delivered to our business supporters via email. This involves: developing article ideas that support Woodland Trust marketing campaigns, partnerships, research grants, and policy statements; writing content; sourcing images; and editing into an e-newsletter format, ensuring all activities are aligned with our agreed marketing and communications plan.
- Working closely with Woodland Trust staff, including members of the Marketing and Communications team, as well as other departments like Conservation and Outcomes & Evidence.
- Assist in analysing data and insights to help inform our future strategies.
- Operating within our Volunteer Charter, policies, procedures, and guidelines.
- As part of your role, you will need to log all the hours you volunteer through Assemble, your volunteering website, either on the desktop version or the mobile app
- Work within the risk assessment provided by your volunteer manager

## The skills you need

- Experience of marketing content creation including copy writing and image editing for digital communications platforms, including email marketing software.
- Passionate about the Woodland Trust's mission and environmental conservation.
- Ability to use diverse communication channels (this could include digital advertising, direct mail, email, print campaigns).
- Good data analysis and interpretation skills.
- Ability to work independently and as part of a team.
- Experience within a fundraising environment is desirable, but not essential.
- A sensible regard for health and safety.

## **What's in it for you**

- Opportunity to make a real difference in tackling the nature and climate crisis.
- Gain valuable experience in marketing, communications, and the environmental sector, with opportunities for professional development.
- Network with like-minded individuals passionate about conservation.
- An excellent opportunity to support the UK's largest woodland conservation charity.
- A full induction to the Woodland Trust and access to a range of training.