



Eastville Park Lido

COMMUNITY OUTDOOR POOL PROPOSAL



Communications Volunteer

The Eastville Park Outdoor Pool Project, run by a group of local volunteers, is aiming to build an outdoor swimming pool in Eastville Park, which is open and welcoming to everyone in our diverse local community. Over the past few years, we have undertaken successful community engagement and developed designs and business plans to support this project to come to life. We are now in need of volunteers to support our communications strategy.

Volunteer role description

This is a voluntary role to support the Eastville Park Swimming Pool campaign group to increase awareness and support through communications. The role will focus on social media and PR, building an email list of supporters and maintaining momentum with proactive and consistent communications activity.

The target audience is hyper-local, and includes all communities in Eastville, Easton, Fishponds, Frome Vale and Stapleton. Our engagement so far indicates there is significant local demand for an outdoor swimming pool from across the diverse communities that share this locality. This role will help to take the project to the next level, building upon existing support and gathering a groundswell from across all our communities to help bring the vision to life.

We have a communications strategy ready to guide activity and support is available from the volunteer project Directors, the volunteers on the Steering Group and the Fundraiser who works one day per week for the project.

This role could be split between two or three volunteers to provide 3-5 hours of support each week. It's a great opportunity to gain work experience by supporting a brilliant local cause.

Please visit our website for more info www.eastvilleparklido.org.uk and find us on Instagram @eastvilleparklido and on Facebook at Eastville Park Lido.

Objectives for the role

- **Social media** – manage the Instagram and Facebook channels, creating posts and posting regularly each week using agreed content pillars and themes to raise awareness and increase audiences. Community management.
- **PR** – generate coverage in local press to tell the story of the project as it develops, raise awareness and increase supporters and audiences.
- **Building community support** - use social media and PR mechanisms to develop proof points which demonstrate support for outdoor swimming from across the target, local community. Develop an email list of supporters with GDPR and PECR consents in place.

Skills Needed

- Confident in social media (Insta and FB) using content pillars to create posts, posting to channels, community management, analytics etc.
- Good copywriting skills able to stick to tone of voice guidelines.
- Able to take good photos and film using a phone camera and turn these into content for posting using design software. E.g. Canva
- Experience of survey monkey and mailchimp (ideally including analytics).
- Good communication skills able to chat with other volunteers and keep them updated about your progress on agreed tasks, plus the ability to happily work remotely.
- Self-starter able to manage your own time and deliver to agreed objectives.

Commitment

We are looking for a volunteer or volunteers to commit to 3 – 5 hours per weeks for three months in this role in the first instance. You will need to use your own laptop and phone.

How to Apply

Please email your CV and a statement no longer than 300 words telling us about your experience and why you would like to volunteer for Eastville Park Pool in this role, to contact.eastvilleparklido@gmail.com before the end of October 2024. We will contact applicants as they apply, so please don't wait to get in touch! We look forward to hearing from you.