# TREE AID VOLUNTEER ROLE DESCRIPTION

# TITLE: Communications Volunteer

**PURPOSE:** To assist TREE AID’s Communications team with various activities across social media, blog writing, case studies, TREE AID’s website and other communications.

**RESPONSIBLE TO:** Digital Communications Assistant and Communications Manager

**TERMS:** We are looking for a volunteer to work from the Bristol office for 1-2 days a week for a minimum commitment of 3 months. Due to office capacity, Wednesdays and Fridays are the preferred days, with some flexibility. Volunteers will be asked to sign a TREE AID Volunteer Agreement and are required to provide two references before joining TREE AID, with at least one being of a professional nature. TREE AID’s volunteers are able to claim reasonable out of pocket expenses for lunch and travel.

MAIN TASKS:

# Support the Communications team with the creation and scheduling of content for TREE AID social media channels.

# Write blogs and upload content to the TREE AID website.

# Read and synthesise project reports and updates – and then help produce relevant communications materials.

* Support monitoring and evaluating of digital activity, including using Google Analytics.
* Use design and film software where possible to produce content for TREE AID communications.
* Other communications activities that arise to support Communications team.

**THE VOLUNTEER WILL GAIN:**

# Experience of working within a charity communications team

# The opportunity to develop skills and experience in different aspects of copy and digital communications

* The opportunity to publish your work on our digital platforms
* An opportunity to improve your CV
* Rewarding opportunity to help raise awareness and support for our work and make positive changes to the lives of the people we work with in the drylands of Africa

**PERSON SPECIFICATION:**

**E** – essential **D** – desirable

**Qualifications/knowledge**

Knowledge of communications channels **E**

Degree or professional qualification in communications **D**

**Social media**

Experience of using social media channels to promote an organisation **D**

Experience of using social media scheduling platform Hootsuite **D**

**Website development**

Experience of editing and uploading content on websites  **D**

Experience of SEO and writing for web **D**

**Digital content**

Experience of producing digital content including film and graphics **D**

Experience of using editing tools such as Canva **D**

**Monitoring and analytics**

Experience of monitoring social media channels  **D**

Experience of using Google Analytics **D**

**Skills and attributes**

Strong writing skills and fluency in written and spoken English **E**Written French language fluency  **D**

Ability to think creatively **E**

Excellent time management **E**

Ability to understand complex information and translate into plain English **E**

Passionate about TREE AID’s work **E**