



## **Volunteer Digital Champion**

### **Volunteer Role Description**

Volunteer Digital Champions support us in promoting the services we provide through social media and digital marketing. Digital Champions are individuals who have excellent IT skills and working knowledge of marketing a product.

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**Responsible to:** **Volunteer Manager**

**Location:** **Taunton, Somerset and Home Based**

**This post is subject to satisfactory application, references, interview and DBS.**

As a Volunteer Digital Champion, you will support the digital promotion of our services and website editing. You will work behind the scenes creating a social media presence and be a 'face' for SWAN online. You will have the opportunity to create promotional material with the support of the IT Officer and make a project your own. You will be based at our Taunton office when required but much of the work can be conducted from home.

### **Main Duties and Responsibilities**

- Build social media networks and digital marketing material, promoting SWAN
- Research and identify areas where we should be marketing online
- Raise awareness of the SWAN to the local communities through marketing and press releases
- Manage and update SWAN's web page, Twitter, Instagram and Facebook accounts
- Assist in the development of new marketing materials
- Liaise with the Director of Business Development and Marketing and IT Officer to give support and guidance to SWAN on marketing and communications matters

### **Skills and Attributes**

- Positive attitude towards disability, equality issues and social status
- IT literate in Word, PowerPoint and Excel and social media
- Working knowledge of social media platforms and web design
- Previous media or marketing experience is desirable
- Good communication and presentation skills
- Good organisation skills
- Ability to work as a team and using own initiative
- Experience in using and adapting information for social media

## **Organisational/Personal Responsibilities**

- The role requires commitment of one day a per week with some flexibility
- To take individual responsibility to alert the organisation to health and safety matters, and general organisational needs and issues
- To attend supervision every 6-8 weeks as outlined in the Volunteer Policy
- To attend regular meetings to review the marketing needs of organisation

## **Benefits of Volunteering with SWAN**

- The opportunity to develop new and existing skills and gain experience volunteering in a charity
- The opportunity to meet new people
- The opportunity to build a Personal Development Portfolio
- The satisfaction of knowing you are making a vital difference to the work of SWAN and the vulnerable people we support
- Training and support through a thorough Induction and on-going support, advice, and guidance
- Out of pocket expenses reimbursed

## **Equality and Diversity Statement**

The Volunteer must at all times, carry out his/her responsibilities with due regard to SWAN's policies and procedures in particular; Health & Safety, Financial Authorisation, Confidentiality with regard to the Data Protection Act 2018 and all other relevant regulations.

**Equality, diversity and inclusion are core to our values. In the selection of our staff and volunteers, we are committed to equality with regards to protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. We welcome applications from disabled people.** The Volunteer must ensure a positive commitment towards equality by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relations amongst employees, volunteers, suppliers and customers.