



Arc Volunteer Role Description

Role Title: Volunteer Marketing Assistant

This role is very important because you will be helping us to raise our profile locally and to connect with more customers, visitors, participants and organisations in Stockport, Cheshire and Manchester. Ultimately we hope to gain customer loyalty through our consistent brand, advocate voices, high quality events and promotion of them.

This will involve as little or as much time as you can offer. Full training and support will be provided, and many of these skills could transfer to employment or to your own arts business. Home internet and computer essential.

Where: From home / From Arc

When: Flexible

Duration: Flexible

What will you be doing:

- Helping to promote the events and the programmes Arc runs
- Writing newsletters and invites in programs such as Mailchimp.
- Updating the website.
- Working within a team to create social media (SM) & website content, from downloadables such as colouring in sheets and art challenges, to posters, photos, videos and memes.
- Uploading engaging content (eg photographing, editing, writing) to various sites.
- Working within a team to to develop and run campaigns (large and small).
- Photographing events and artwork
- Researching and updating event listings websites
- Designing basic promotional materials for web and/or print.
- Ordering / collecting / delivering promotional materials.
- Evaluate effectiveness or implementing and suggesting adjustments to content.

What will you gain:

- Induction, training and on-going support from Arc staff
- Being part of a team and meeting new people
- The opportunity to be an advocate and a voice for a charity, helping us to achieve our goals
- Use your skills and experience to contribute to the success of Arc across Gtr Manchester
- Skills to add to your CV or put into practice
- Knowledge and understanding of how health and social care

	<p>services are planned, delivered and commissioned</p> <ul style="list-style-type: none"> · Development of organisational skills such as allocating time and keeping to a deadline and · Development of communication/writing skills · Development of digital skills such as using social media, photography, video, graphic design · PR and marketing experience with an arts organisation · Experience of working with an arts and health organisation · Basic data handling and analysis skills · Increased confidence!
What will you offer:	<ul style="list-style-type: none"> • Some existing computer experience and at the least some personal/limited SM use (we use Apple Macs at Arc but we do not expect you to be familiar with them already, training provided) • Enthusiasm and creativity! • A willingness to learn about Arc's programmes – Challenge, outreach and external events – and where to direct enquiries about them. • A willingness to follow guidelines regarding health and safety; equal opportunities; boundaries and confidentiality.
Notes:	<p>A DBS check is not required for this role. Two references are required for this role</p>
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Role prepared by	Lucie Fitzpatrick
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