

## **Volunteer Role Description**

- Title:** Project Marketing Volunteer
- Responsible to:** Marketing and Communications Manager
- Expected Commitment:** 1 day a week (Full or half day)  
Flexible (Monday – Friday)
- Location:** Vista House, 1A Salisbury Road Leicester

### **About Us:**

Vista changes lives. We are the leading charity working with children and adults with sight loss in Leicester, Leicestershire and Rutland.

Vista's Mobile Support Service is currently touring Leicestershire and Rutland. Targeting older people at risk of developing sight loss, the service aims to raise awareness of the symptoms of sight loss, the importance of early diagnosis and the links between lifestyle and sight loss.

### **Primary Objectives:**

We are looking for a volunteer to help deliver the marketing plan for this project. Working alongside the Marketing Team, you will be responsible for letting local communities and media know that we are visiting their area.

### **Responsibilities:**

- Manage mailings to each area, which involves sending posters and flyers to parish councils, GPs, opticians, etc.
- Secure media coverage and local promotion opportunities, such as contacting local press, issuing press releases and booking advertising.
- Promote the visits online via our social media channels, and through forums and websites such as Leicestershire Villages.

## Qualities and skills we are looking for:

- Comfortable and confident communicating by telephone and email
- Good written skills
- Ability to follow a work plan and stick to deadlines
- Confident, friendly and reliable with a genuine desire to make a difference to the lives of visually impaired people
- Whilst this role does not require any previous marketing experience, it may suit someone looking to gain work experience in a marketing field.

## Support provided for you:

- Visual Impairment Awareness training will be provided and take place at Vista
- Regular newsletters, updates and news from the Volunteer Manager at Vista
- Other training as identified
- Reimbursement of out of pocket expenses such as mileage or public transport costs.

## We hope that by becoming a volunteer you:

- Increase your own self confidence
- Meet new and interesting people
- Learn new skills that could be helpful for future employment opportunities or further learning.

**This volunteering opportunity is subject to two references. Suitable for volunteers aged 18 years or over.**

## Next steps:

Please download our application form at [www.vistablind.org.uk/volunteer](http://www.vistablind.org.uk/volunteer), return to **Vista House, 1A Salisbury Road, Leicester, LE1 7QR** or email [volunteering@vistablind.org.uk](mailto:volunteering@vistablind.org.uk).