

## **Volunteer Role Description**

**Title:** Marketing Office Volunteer

**Responsible to:** Marketing Team

**Expected Commitment:** Half a day a week

**Location:** Vista Head Office

### **About Us:**

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

### **Primary Objectives:**

We are looking for a volunteer to help deliver the marketing plan for the marketing team. You will assist with mini projects and administrative tasks needed to fulfill tight deadlines.

### **Responsibilities:**

- Manage mailings to each area, which involves sending posters and flyers to parish councils, GP's, 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
- Have fun!

### **Health & Safety:**

All volunteers will be expected to:

- Ensure that they comply with Vista's Health & Safety policy at all times
- Take reasonable care for the Health & Safety of themselves and others whom may be affected by their acts or omissions whilst volunteering.

### **Equality, Diversity and Rights:**

Vista is committed to improving the quality of its services to all people, irrespective of race/ethnicity, disability, gender, religion or belief, age or sexual orientation. Our objective is to deliver high

quality services that are accessible, responsive, and appropriate to meet the diverse needs of different groups and individuals. As such, we will continue to ensure that staff and volunteers employed by Vista treat every person with dignity, respect and fairness.

**This volunteering opportunity is subject to a DBS check and sets out the duties of the role at the time when it was drawn up. Such duties may vary from time to time without changing the general climate or level of responsibility entailed.**

### **Next steps:**

If you are interested in applying, the next step is to complete our volunteer application form. Please download our application form and return to **Vista House, 1A Salisbury Road, Leicester, LE1 7QR**, or email **volunteering@vistablind.org.uk**. Alternatively, to request a form please email **volunteering@vistablind.org.uk** or call **0116 249 8843** to have one posted.