**Sheffcare Limited**

**Volunteer Role Description**

Post Title: Marketing Volunteer

Supported by: Director of HR

Our values:

Sheffcare is a charity aiming for everyone to have a good day every day through:

* Kindness
* Dignity
* Respect
* Independence &
* Choices

Purpose of the Role:

To support the HR team in driving creative campaigns and content for our charity.

* **Tasks and Activities**
* To assist with all aspects of website management
* To support with the creation of visual content for online platforms
* To develop engaging content for our social media, newsletters, and website.
* To help plan and execute marketing campaigns, including recruitment initiatives and events.
* To work closely with cross-functional teams, including HR and care home staff, to create relevant content and align marketing strategies with our organisational goals.

**Person Specification**

We would like to hear from you if you:

* Share our values
* Are compassionate and keen to provide a high standard of service.
* Have excellent listening, organisation and communication skills.
* Have an understanding of the importance of following policies, procedures and guidance.
* Have basic experience in **SEO**, **copywriting**, and **website design**.
* Have an interest or experience in **graphic design** and **social media marketing**.
* Have a creative mindset, willing to contribute ideas and execute marketing initiatives.