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Volunteer Role Description; Creative Content Volunteer

Thursday, 04 August 2022

About Transforming the Trent Valley

The Transforming the Trent Valley (TTTV) landscape partnership is a National Lottery Heritage Fund supported project, with Staffordshire Wildlife Trust as the lead partner, and 18 other partner organisations working together to create “wildlife-rich waterways and wetlands at the heart of a resilient, accessible, beautiful and culturally rich landscape. Creating a brighter future for people, business and wildlife in the Trent Valley.”

The TTTV landscape Partnership will run from 2019-2023.

Objectives of Role

The Creative Content Volunteer will help us to communicate with the local community beyond about our work through the creation of physical displays (window displays, posters etc) and by promoting our work online via social media and our website. You will help to produce creative content to promote our projects with opportunities to write blog posts and press releases.

The volunteer will be support a range of projects, including Tales from the Riverbank, Wildchild, Community Engagement and Interpretation.

Tasks and Activities to be undertaken

The Creative Content Volunteer will help with creative content for various TTTV projects. This will include, but is not limited to, changing window displays in the Rugeley office, creating posters using computer software (in line with SWT and TTTV branding), creating social media content and scheduling appropriate posts, writing blog posts, e-newsletter content and press releases.

Location and volunteering hours

The Creative Content Volunteer will be based at our Rugeley office located in Rugeley town centre. The volunteer will be working alongside at least one other member of staff. The time commitment to this role is flexible, but we require someone to commit to at least one day per week.

How the role fits in with the work of the organisation

The TTTV scheme requires high quality creative content to ensure our message and work is being effectively communicated to local residents and interested businesses. The volunteer will be working across many projects to help this to happen.

Staffordshire Wildlife Trust is the lead partner in the TTTV project. As such, volunteers will be a part of the Wildlife Trust and covered by its insurance and policies.

Expectations of behaviour and dress

No particular clothing requirements.

Volunteers are expected to act as ambassadors for the Transforming the Trent Valley Landscape Partnership and for Staffordshire Wildlife Trust. Friendliness, helpfulness, courtesy and professionalism are our watchwords.

Skills and qualifications

The Creative Content Volunteer should be interested in producing attractive, creative content to effectively communicate our key messages through window displays and online content. The volunteer should be familiar with creating social media content appropriate for a charity, with a knowledge of Facebook, Twitter and Instagram. Experience in writing press releases would be an advantage, but not essential.

The volunteer would have the opportunity to shadow key members of staff at TTTV and at the headquarters of Staffordshire Wildlife Trust to gain experience and insight into working for a charity in the communications department.

Required person specifications

Attention to detail, a creative flair, self-motivated and able to work independently and part of a team.

For further details about this volunteer role, please contact;

Nicola Lynes (Community Engagement Officer)

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