

## **Marketing & Communications Support**

Salary: Unpaid voluntary role

Membership Requirement: n/a

Monthly commitment: ideally a few hours each week for a minimum of 6 weeks

How to apply: Please email [renee@wearefamilyadoption.org.uk](mailto:renee@wearefamilyadoption.org.uk)

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### Purpose of Role

As the Marketing and Communications Support, you will be providing invaluable support in the creation and communication of content to our members, and the wider adoption community.

### Qualities and Experience

- Commitment to We Are Family's mission and values
- Enthusiastic individual with a flexible, 'can-do' attitude
- Good communication skills, creativity, and attention to detail
- Experience working with databases or willingness to learn
- Ability to self-motivate and able to work independently or as part of a team
- Experience in using Google mail, drive etc, or willingness to learn
- Competent with marketing software including: Wordpress, Mailchimp, Canvas, or willingness to learn
- Social Media savvy e.g. Instagram, Twitter, Facebook and LinkedIn
- Commitment to confidentiality

### Typical Tasks and Activities

- Posting and interacting across our social media channels
- Launching and running a new Instagram profile
- Creating assets (on Canva) to share across our digital platforms
- Updating the website (Wordpress) and digital Member Hub
- Creating member newsletters (Mailchimp)
- Supporting the development of our podcast
- Supporting the curation of our blog
- Other marketing and communication tasks as they crop up

## IMPACT

We recognise that this role may appeal to younger / emerging professionals and are happy to offer this position on a short-term voluntary internship basis. In this instance, the successful candidate can also expect to gain skills and experience in the following areas:

- General skills in marketing, communication and relevant software packages
- Developing content for a professional website and multiple social media channels
- Launching a charity's social media platform (Instagram) and creating an online community
- Connecting with key partners and figures in the adoption community
- Working as part of a charity / mission-led organisation
- Working as part of a diverse, agile team of professionals and volunteers
- Having a positive impact on the adoption community

In addition, as part of this internship We Are Family will offer:

- x 2 coaching sessions to support the personal development of the intern within and beyond this scheme
- The opportunity to meet for 1 session with a Trustee of their choice for a Q&A / Mentor session
- A reference for future opportunities, as appropriate