

Role Profile - Marketing Volunteer

Organisation Overview:

Ainsdale Lunch and Leisure is a non-profit organisation dedicated to serving the local community by providing access to nutritious, comforting home-cooked meals, and to activities that support physical and mental wellbeing. Our Community Cafe and Luncheon Club serve as vital hubs where individuals can access affordable nutritious food in a welcoming environment. We are committed to fostering a sense of community, dignity, and belonging for all who walk through our doors.

Volunteering Location: Ainsdale Lunch & Leisure / Home Working

Key Responsibilities:

Leaflet Drops and Poster Distribution: Assist in the distribution of leaflets and posters promoting Ainsdale Lunch and Leisure activities and events. This may involve delivering leaflets door-to-door in the local community, placing/updating & replacing posters in prominent locations, and ensuring that marketing materials are displayed effectively.

Representation at Events: Represent Ainsdale Lunch and Leisure at local community events, fairs, and gatherings. Engage with attendees, distribute promotional materials, and provide information about our organisation's services, programs, and upcoming events.

Social Media Promotion: Help manage and promote Ainsdale Lunch and Leisure's presence on various social media platforms, including Facebook, Twitter, Instagram, and LinkedIn. Create engaging posts, share relevant content, and interact with followers to increase visibility and engagement.

Content Creation: Assist in the creation of marketing content, including writing engaging copy for promotional materials, designing graphics or visuals for social media posts, and contributing ideas for marketing campaigns.

Community Engagement: Build relationships with local businesses, community groups, schools, and other organisations to explore partnership opportunities, cross-promotion, and collaborative marketing initiatives.

Feedback and Evaluation: Gather feedback from community members and stakeholders regarding marketing efforts and use this information to inform future strategies and initiatives. Monitor and evaluate the effectiveness of marketing campaigns and activities.

Skills and Qualifications:

- Excellent communication skills, both written and verbal.
- Enthusiasm for community engagement and promoting local initiatives.
- Familiarity with social media platforms
- Experience with social media marketing is desirable but not essential.

- Creativity and the ability to generate engaging marketing content.
- Strong organisational skills and attention to detail.
- Willingness to represent Ainsdale Lunch and Leisure in a professional and positive manner at all times.

Time Commitment:

Volunteer hours are flexible and can be tailored to suit individual availability and scheduling preferences. Some evening and weekend availability may be required for event representation and social media engagement.

Benefits:

- Opportunity to contribute to the promotion of a valuable community resource and enhance the well-being of local residents.
- Gain experience in marketing, communications, and community engagement.
- Develop valuable skills in content creation, social media management, and event coordination.
- Build connections and networks within the local community.
- Make a positive impact and help strengthen community ties.

Note: This role profile provides a general overview of the responsibilities and requirements for the position of Marketing Volunteer at Ainsdale Lunch and Leisure. Specific duties and expectations may vary based on the needs of the organisation and the skills of the volunteer.