

## **Volunteer Publicity and Social Media Trustee**

### **Organisation profile**

Sea Cadets is the UK's leading maritime charity and provides a head start in life for young people through nautical adventure and fun. Our volunteers work, both directly with young people and behind the scenes, to help make a positive difference to teenagers who are often struggling in today's world and their communities.

### **Title of role**

Volunteer Publicity and Social Media Trustee

### **Summary of role**

The tasks of a publicity and social media trustee may include but are not restricted to the following:

- Raise awareness of the unit to the local community through marketing and press releases
- Provide support and guidance to the unit on marketing and communications matters
- Develop links with local media and promote the use of social media to advertise the unit
- Manage and update the Sea Cadet unit web pages, Twitter and Facebook accounts
- Support the design and production of the unit's newsletters and notice boards
- Attend a regular UMT meeting - usually 1 hour, monthly or bi-monthly, on a weekday evening

### **Description of role**

Newark Sea Cadets is seeking an enthusiastic and dedicated publicity and social media trustee to join its Unit Management Team (UMT). We are a long-established Sea Cadet unit that has provided life-changing opportunities for many young people. We currently have 40+ cadets who come from all over the area.

The charity is currently looking for volunteers that can support with publicity and social media within the unit. There are free training courses available for you to develop new skills, boost your CV and support you in this role.

### **What impact will they have?**

You will play a key role make a positive difference to teenagers who are often struggling in today's world and their communities.

### **Description – which skills, experience, and qualities should they have?**

Marketing, public relations or social media experience may be useful but the right attitude and a passion for improving the lives of young people are essential. If you think you are a match for the person specification below, please get in touch:

- You have three years or more professional experience in positions with skills or knowledge such as:

- Advertising / marketing
- Public relations / social media
- Administration
- Good literacy
- Good IT competence
- Design
- You are reliable, honest and trustworthy
- You are a good communicator
- You work effectively with a team
- You are able to motivate and encourage others

## **Details**

This role can be conducted mainly from home. Sea Cadets supports virtual conferencing, although trustees will need to be able to attend bi-monthly meetings. All trustees will be required to undertake initial induction and training. This role will require a commitment of around 5-10 hours per week.

## **Application instructions**

We understand the responsibilities people have outside volunteering. We offer a flexible approach, recognising that everyone has skills to offer and that volunteering needs to fit around peoples' busy lives - so if a desire to support local young people is there, varying abilities to commit need not be a barrier.