

Content writer/editor

Your Organisation Name

Short term project

J66671



At a glance

Skills

COPYWRITING / JOURNALISM

Where

London, SE11 5RR

Remote opportunity

Travel limit? This role will be completely remote.

Time

Mostly during office hours

Estimate of time needed:
0-3 hours / week, 3-7 hours / week, over 7 hours / week, short term project: 1-15 hours, completed within 4 months or short term project: 15-90 hours, completed within 4 months

The volunteering would take place within a 4 week period.

About Your Organisation

Causes

YOUR CAUSES HERE

Help us engage our audiences by creating compelling content for our website and print materials [delete / amend according to what you need] so that we can [explain how this helps you achieve your purpose].

What will you be doing?

Our charity delivers [describe service] to [describe service users]. We are urgently looking for an experienced content producer to work with us as we respond to Covid-19. [Optional: Include any details about your Covid-19 challenges and how the volunteer will help you face them.]

We would like the volunteer to help with [delete / amend according to what you need, this is a list of possible options]:

- Thinking through our audiences' information needs and how we can present that effectively
- Web copywriting: Create engaging content for our website that adheres to SEO and brand
- Copywriting: Create well-written and compelling copy for use in a brochure, one-pager/fact sheet, or fundraising/promotional materials.
- Email content: Write compelling email content that is short, relevant and has clear a call-to-action and high click through rates
- Copyediting: Edit our existing copy for grammar and typos, and to make sure it is consistent with the style and voice of our organisation.
- Case study writing and storytelling: Help communicate our impact via stories and case studies that we can use on our website, in marketing materials, or in our annual report.
- Communication materials review: Review our existing communications materials. Recommend edits that will provide us with consistency in writing style and tone, accurate spelling and grammar, and a clear and engaging voice for our organisation.
- Brochure/annual review writing: Create or update copy for a brochure or our annual review, highlighting our impact current and potential stakeholders.
- Other...

You will be working with [insert role title] who will provide an overview of our existing communication and marketing materials, as well as our content strategy and brand guidelines [delete/amend with any background material you have available as a starting point]. You will work together to produce initial concepts for all deliverables, including goals, SEO keywords, target audience, and desired tone and style of writing.

What are we looking for?

We are looking for a volunteer who has [delete / amend according to what you need - this is a list of possible options]:

- Strong writing and editing skills
- Understanding of use of, and ability to write for, different mediums and formats (print copy vs web copy)
- Experience in copywriting, marketing, public relations, communications or journalism
- Ability to write with SEO [web writing tasks only] and brand at front of mind using our existing voice and style
- Accuracy and attention to detail
- Ability to quickly understand the needs of our team / organisation / users
- Can ask key questions to enable us to clarify requirements
- Understands the resource constraints of a small charity and is able to work with these.
- Open to feedback
- Other...

What difference will you make?

Your input will shape how we present ourselves to our service users, stakeholders, funders and general public. With your help we will be able to continue to [detail what your services / activities are, and how they help your end users].

What's in it for the volunteer?

You would become part of our small, friendly team and you have the opportunity to use your time to make a real difference in difficult times.