Content writer/editor (Covid-19 response)

Your Organisation Name
Short term project
2022

At a glance

Skills

Where
London, SE11 5RR
Remote opportunity
Travel time? This role will be completely remote.

Time
Mostly during office hours

- Estimates 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
  - 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 be described in roles]. [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 here.]

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 audience's information needs and how we can present that effectively
- Web copywriting: Create engaging content for our website that achieves SEO and sales
- Copywriting: Create well-written and compelling copy for use in a brochure, one-pager, email, or for marketing/ promotional materials
- Email content: Write compelling email content that is short, relevant and has clear call-to-action and high click through rates
- Copy editing: Edit our existing copy for grammar and tone 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 and potential stakeholders
- Other...

You will be working with [delete role title] who will provide an overview of our existing communication and marketing materials, as well as our current strategy and brand guidelines. [Delete if your background material is too specific] You have autonomy 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 writing skills
- Understanding of use of, and ability to write for, different mediums and formats (print copy / 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, fundraisers and general public. With your help we will be able to continue to [delete 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.