



Description of volunteer project and person specification

Title	PR team volunteer – digital and social media
Volunteer schedule	Minimum of 3 days per week from 10 am – 5 pm (Note hours and days negotiable).
Recompense	Unpaid (reimbursement for reasonable travel expenses to and from office location and for lunch)
Reporting to	PR Officer

Context

Are you passionate about making a real difference?

As part of the global ActionAid family, we are helping to build a fair and just world where everyone can claim their rights. To achieve this we work with local people in more than 45 countries to fight hunger and disease, seek justice and education for women, hold companies and governments to account and help communities cope with emergencies.

In the UK our role is to raise funds to carry out programme work internationally, to motivate and engage our supporters and the general public and to campaign for change. We are a value driven, forward thinking organisation, focused on achieving long-term change through supporting our partners to make a sustainable difference.

Purpose of the volunteer role

The Public Relations team at ActionAid UK requires digital/online PR volunteer support to work on a range of media projects. The team is looking for a volunteer who can support the team as well as be exposed to a great opportunity to gain hands on experience of PR and multimedia work across our news, PR and multimedia teams.

This head office volunteer programme provides the opportunity to support the PR and multimedia teams in a whole range of functions: helping us to establish relationships with key bloggers; getting our stories out to online media, blogs and forums; helping us to manage and maintain our social media presences; helping us to innovate with new digital tools and ways of working etc.

During this time volunteers will be invited along to all relevant meetings and will be given fortnightly one-to-one feedback to ensure learning and development takes place.

The role will be line managed by the PR team but will also report into the Multimedia team.

Key tasks and responsibilities

Experience you can expect to gain

- Be a part of a busy PR team in the charity sector working across a broad range of projects and campaigns
- Identify key bloggers and build up relationships with them around key ActionAid campaigns, especially child sponsorship.
- Help maintain ActionAid's UK presences on Facebook and Twitter

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- Help ActionAid develop and innovate in its use of a range of digital technologies and online media
- Help the ActionAid news and PR teams pull together multimedia and digital content for their media stories
- Take press enquiries and arrange media interviews for certain media campaigns, with specific focus on online media and online features
- Take on research as and when needed
- Represent the organisation at external press and fundraising events
- If it is of interest, there would also be an opportunity gain experience in traditional PR work

Person Specification

Knowledge and Experience	
<i>Essential</i>	<i>Desirable</i>
Thorough understanding and regular use of digital media, multimedia and social media, including blogging experience	Experience of working or volunteering for a local or national charity
Understanding of Public Relations and the media along with an awareness of celebrity culture	
Interest in the development sector and / or media	
Skills and Abilities	
Excellent knowledge and ability with key digital and social media platforms	Ability to multi-task and adapt to rapidly changing situations
Experience as a blogger and user of Twitter and Facebook professionally/for campaigning or activism	Ability to take responsibility for own work and work independently
Excellent communication skills, written and verbal, alongside good attention to detail	Experience working on events
Strong administrative skills and computer literate/comfortable with a range of digital platforms	
Ability to work successfully within a team as well as on your own	