



Description of volunteer project and person specification

Title	PR team volunteer
Volunteer schedule	Minimum of 3 days per week from 10.00 am – 5.00 pm (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 administrative and 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 work across online, regional, and national broadcast and print media.

This head office volunteer programme provides the opportunity to support the PR team in a whole range of functions: drafting press releases, assembling media hit lists for specific projects, conduct research, and send out celebrity asks. During this time volunteers will be invited along to all relevant meetings and will be given fortnightly one-two-one feedback to ensure learning and development takes place.

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
- Draft press releases and 'pitch' by phone and email
- Assemble project specific media hit lists
- Draft and send celebrity asks to celebrities or their agents
- Collect information from country programmes for use in case studies

- Take press enquiries and arrange logistics for interviews
- Take on research as and when needed
- Represent the organisation at external press and fundraising events

Person Specification

Knowledge and Experience	
<i>Essential</i>	<i>Desirable</i>
Understanding of Public Relations and the media along with an awareness of celebrity culture	Experience of working or volunteering for a local or national charity
Interest in the development sector and / or media	
Skills and Abilities	
Strong administrative skills and computer literate with good working knowledge of Excel spreadsheets	
Excellent communication skills, written and verbal, alongside good attention to detail	
Ability to multi-task and adapt to rapidly changing situations	
Ability to take responsibility for own work and work independently	
Ability to work successfully within a team as well as on your own	