

**Volunteer Role Description**

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| **Role Title:** | Digital Marketing Volunteer |
| **Where is the role based:** | This is a home based volunteering role to develop videos and images as part of Cumbria CVS promotion for Shaddongate Resource Centre in Carlisle. However volunteers will need to access the main Cumbria CVS building to take videos and photographs initially, which is based at:  Shaddonagate Resource Centre, Shaddongate, CA2 5TY |
| **Role Purpose:** | To help promote and market the Cumbria CVS services available at Shaddongate Resource Centre in Carlisle through a digital medium. |
| **Frequency:** | Once a week |
| **Actual Hours:** | 2-3 hours per week though this is a flexible role and can be agreed with the volunteer |
| **Key tasks:** | * Help produce a short video and other digital offerings to help promote office and room hire at Shaddongate Resource centre in Carlisle. Shaddongate Resource Centre is a Community Building available for hire by charities, community groups and organisations. The video could involve interviews with current/past tenants and users, interviews with CVS staff, a video of the resource (with audio and music) which can be added to our website and social media. |
| **Skills required:** | * Knowledge of Digital platforms and digital tools * Excellent ICT skills * Good communication skills * Good audio/visual skills * Marketing/publicity experience * Creative * Enthusiastic approach * Professional manner * Ability to work independently and use own initiative |
| **What’s in it for the individual**  (list at least 4 benefits) | * Share digital marketing skills with Cumbria CVS to benefit other charities, community groups and volunteers * Develop skills in current and new areas of working * Develop digital portfolio * Improve self-esteem and confidence * Social benefits of being part of the CVS team * Opportunity to work alongside other digital volunteers and be part of a new development for Cumbria CVS * Being able to make a difference |
| **Equipment required** | Access to own smart phone, video app packages or appropriate digital software  Access to own ICT /laptop to produce videos/posts |
| **Name and contact details of Volunteer Support** | **Alison Phillips, Cumbria CVS Support Services Manager**  [**alisonp@cumbriacvs.org.uk**](mailto:alisonp@cumbriacvs.org.uk)  **01768 800350** |