



VOLUNTEER ROLE DESCRIPTION

COMMUNICATIONS & ENGAGEMENT VOLUNTEER

- REPORTS TO:** Programmes Manager
- RESPONSIBLE FOR:** Occasionally other volunteers
- LOCATION:** Office base in Carshalton (SM5), events largely across South London.
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Who we are?

- The South East Rivers Trust (SERT) is an environmental charity dedicated to achieving healthy river ecosystems for all across the South East of England.
- We started out as the Wandle Trust, a small volunteer-led charity looking after the River Wandle in south London and now cover 12 river catchments across the south east of England.
- Our mission is to deliver outstanding river ecosystem enhancement through science-based action, collaboration, education and engagement.
- Engaging communities with their local river is core to our success. As David Attenborough has said, “No one will protect what they don't care about; and no one will care about what they have never experienced”. Public communications, promotion and information events are therefore a key tool for the Trust, and we are seeking a Communications and Engagement Volunteer to help support and expand this work.

Communications and Engagement Volunteer

The purpose of this volunteer position is to help us reach more people about their local river, the issues it faces and how everyone can help make a difference. The role will work alongside staff in the office to create content for our new website and our existing social media accounts, promoting and spreading the word about all the work we do. The role will also join staff at various fairs and events to promote the work of the Trust and information about rivers and their wildlife.

Key Tasks

- 1. Supporting the creation of the new SERT website:**
 - Researching and writing content to educate and inspire.
 - Uploading content to the WordPress site.
 - Building webpages and digital content for site (in house training will be provided).
- 2. Promoting the work of the Trust**
 - Creating blogs, social media posts and case studies about the Trust's projects.
 - Drafting press releases and helping to engage local media.
 - Producing marketing materials such as leaflets.
 - Attending local fairs and events with staff to host the SERT Information Stand and promote projects to the general public.

3. Other

- Helping to organise and develop the Trust's photo library (Flickr).
- Helping to plan and measure the success of more targeted communication campaigns.

Benefits to you

- Gain valuable experience working in charity communications and engagement to help further your career. By working with our knowledgeable staff, you will receive in house training across a number of skills to equip you for the future. This will include (but is not limited to):
 - Working with social media – creating engaging content, measuring success and planning campaigns.
 - Building custom WordPress websites from scratch by supporting the development and creation of SERT's new website.
 - Working with illustrative programmes such as Canva to create stunning infographics and publicity materials.
 - Writing for different audiences from the press to the general public.
- Learn more about rivers, the issues they face and the work being undertaken by SERT and across the UK to bring rivers back to life. You will have the opportunity to join in limited practical work as well if desired.
- A reference provided for you if required.
- Reasonable travel expenses will be covered for office days, and days you support external events. Receipts will be required to validate expenditure.

Time Commitment

- We would prefer someone to commit to volunteering 1 day per week, but timing is flexible and can be discussed to suit circumstances. A starting commitment for four months would be preferable.
- The office hours would be 10am to 4pm. Some work could be completed from home, or a desk will be found within the office.

Volunteer Specification

E = Essential D = Desirable

Experience:

- Use of Microsoft Office inc. Publisher. E
- Use of social media inc. Twitter and Facebook. E
- Engaging the public at events. D

Knowledge:

- The health of rivers and the key issues that are affecting them. E
- Knowledge of the rivers across the south east of England. D

Skills:

- Good written and verbal communication skills. E
- Basic graphic design. D

Personal Qualities:

- Passion for the environment. E
- Good organisational skills. E
- Friendly and approachable nature. E
- Keen eye for detail. E
- Happy to drive the work van. D

How to Apply

To apply, please send through your CV, covering letter and short written piece to Polly Penn at volunteering@southeastriverstrust.org.

Your **covering letter** should include:

- Why you would like to volunteer for this role?
- What experience you have which would help complete the key tasks.
- Any other relevant skills and experience you would bring to the Trust by volunteering for this role?

Your **written piece** should be no more than 200 words, aimed at local gardening enthusiasts encouraging them to save water and why that helps their local river.

Closing date: Sunday 10th November, 6pm.