Role Description: Marketing & Public Relations Volunteer

We’re looking for communicative, creative and committed individuals who will promote Trekstock and its work to the public. We’ll provide you with tools to get started, so you don’t need to be a marketing expert, but you do need to be someone with excellent communication skills and who is enthusiastic about what Trekstock does.

Marketing & PR volunteers will help Trekstock by promoting our social media content, writing blogs, and promoting local events. You should also bring your own ideas for raising awareness about Trekstock in your local area.

This role suits you if you:
- Have strong verbal and written communication skills.
- Are creative.
- Have an interest in charitable giving and fundraising.
- Are able to build and maintain strong interpersonal relationships.
- Have an interest in marketing, PR and/or advertising.
- Are proactive with a positive, enthusiastic attitude.

What you can expect from Trekstock:
- Support and advice every step of the way.
- Toolkits prepared by us full of ideas and guidelines.
- A reference.
- The satisfaction of knowing that you are making a vital difference to the work of Trekstock and in supporting young people affected by cancer.

Skills you’ll learn:
- Relationship building - as the local representative of Trekstock, you’ll be building relationships with companies and individuals in the community who will help you raise awareness of the work of Trekstock in your local area. You’ll be maximising these relationships to obtain as much support for activities as possible in a professional manner.
- Marketing - you’ll appropriately market Trekstock and our work to a range of people using a variety of methods, both online and offline, resulting in increased awareness and engagement from supporters.
- Creativity - you’ll create new ways to engage potential Trekstock supporters (in conjuncture with Trekstock) and will implement them effectively.
- Press liaison - you’ll identify local press opportunities, utilise contacts and prepare local press releases in conjuncture with Trekstock to raise the charity’s profile in the local area.
- Social media - you’ll utilise social media channels including blogs, Twitter, YouTube and Facebook ensuring active participation through these channels to reach a wider audience in your local area.
- Negotiation - you’ll hone your negotiation skills to encourage individuals and companies to help you promote Trekstock in your local area.
- Public relations - you’ll promote Trekstock to a range of audiences through social media, telephone contacts and face to face meetings as appropriate.

If you’re interested in taking up the challenge and to find out more information please contact us at hello@trekstock.com. We look forward to you joining our journey…