



# Volunteer Role Description

## **WILD AT HOME VOLUNTEER OFFICER**

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### **Wild at Home Volunteer Officer**

**Wild Ideas** want to support communities to stay healthy and wild during this difficult time. If you share this aim, could you be our Wild at Home Volunteer Officer?

You will undertake wild activities at home and create blog, Twitter, Facebook, YouTube and/or Instagram content from your activities. You will be passionate about conservation and wildlife and keen to support a wide range of people to participate in and share wild lifestyle activities from home and garden.

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### **About the role:**

We are seeking a motivated and energetic volunteer to encourage and support wildlife and well-being activity in homes and gardens and stimulate small, grassroots action to save our biodiversity for future generations.

The Pledge Co-ordinator will:

- Research and understand our target audiences and how to create targeted content for them
- Research industry-related topics on which to produce content
- Conduct keyword research and optimise content
- Research and share relevant content of other similar organisations
- Research trending content on social media
- Propose new, improved outreach ideas

The role is likely to require a day a week or more worked flexibly to suit your requirements.

### **About you**

As a content creator for Wild Ideas, you will be flexible and imaginative in order to really bring this project to life. You should have a passion for nature conservation and perhaps some understanding of well-being in nature.

You will have good communication skills and the ability to use social media to inspire and motivate communities. You will reach out to the community through social and other media and direct networking, as well as creating blog/vlog and other social media posts.

What you can gain:

- Improved communications, marketing and IT skills
- Support to achieve a recognised Level 2 qualification
- Experience and skills for your CV
- A dedicated manager
- Opportunities to get involved in a wide range of conservation activity

**This role will suit people who...** are looking for a flexible role in which they can develop their marketing skills

**Extra information**

<b>Where</b>	Volunteer from home
<b>Time commitment</b>	On an ad hoc basis, with hours to suit your schedule
<b>Staff Contact</b>	Debs Rylands, Programme Co-ordinator debs.rylands@wild-ideas.org.uk 07786 444 816
<b>Training/Resources</b>	Task specific training will be provided as you volunteer. You will also be invited to attend our committee meetings (via skype or conference call).

For an informal chat, call Debs on 07786 444 816

**This role is purely voluntary and this arrangement is not intended to be legally binding or an employment contract**