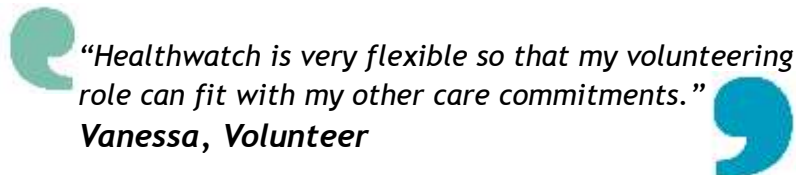


Volunteer Role Description

Marketing Lead

We are an independent champion for people who use health and social care services. Our sole purpose is to understand the needs, experiences and concerns of people who use health and social care services and to speak out on their behalf. We are here to find out what matters to them and help make sure that their views help shape the support they need.



“Healthwatch is very flexible so that my volunteering role can fit with my other care commitments.”
Vanessa, Volunteer

Summary of Role - Marketing Lead

As a marketing lead, you will take on our social media. Providing creativity and inspiration, writing posts, doing interviews, taking and designing images. Helping to shape how we communicate what we do to the people of Brighton and Hove.

Main Duties

- Create new and engaging social media posts to regularly promote our activities.
- Interview people involved in health and social care.
- Write content including blogs and interviews.
- Devise new ways to engage our local community
- Research for promotional ideas and potential news items

Skills, Abilities and Experience

You should have:

- Experience of using social media (Twitter, Facebook).
- Experience of using MS office including Publisher and Word.
- Ability to write short informational pieces, ideally with a personal perspective.
- Ability to work on own initiative and as part of a team.
- Good organisational skills

Not essential, but helpful:

- Using Wordpress or similar CMS systems.
- Ability to be creative, with an eye for detail.
- Experience of working with Photoshop or similar graphic software.

Volunteer Role Description

Marketing Lead

What Healthwatch Brighton and Hove offers you

- The chance to improve health and social care services in your local community
- Valuable practical experience of the health and social care sector
- Full induction training, as well as regular opportunities for further training
- Regular support and guidance from your line manager
- Reimbursement of all out-of-pocket expenses
- A reference after six months of service.

Commitment

We ask that you commit to **six months** of volunteering - days/time can be flexible.

Criminal Record Check

There is no requirement for a DBS check for this role.

If you'd like to know more about the role or have any questions,
then please call us on **01273 234 041**
or email office@healthwatchbrightonandhove.co.uk

To apply download our application form at:
www.healthwatchbrightonandhove.co.uk/volunteer/application-form

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