# TREE AID VOLUNTEER ROLE DESCRIPTION

# TITLE: Communications copywriting volunteer

**PURPOSE:** To assist Tree Aid’s Communications team with various activities, primarily copywriting for Tree Aid’s website, blog and social media, but also assisting with other communications tasks.

**RESPONSIBLE TO:** Communications Officer

**TERMS:** We are looking for a volunteer to work remotely for 1 day a week for a minimum commitment of 3 months. Volunteers will be asked to sign a Tree Aid Volunteer Agreement and are required to provide two references before joining Tree Aid, with at least one being of a professional nature.

MAIN TASKS:

# Write blogs and upload content to the Tree Aid website.

# Edit case studies and interviews with the people we work with and produce communications materials from them, e.g. blogs, story pages and social media posts.

# Read and synthesise project reports and updates and produce relevant communications materials.

# Proof read Tree Aid communications materials.

# Support the Communications team with the creation and scheduling of content for Tree Aid social media channels.

* Other communications activities that arise to support Communications team.

**THE VOLUNTEER WILL GAIN:**

# Experience of working within a charity communications team.

# The opportunity to develop skills and experience in different aspects of copy and digital communications.

* The opportunity to publish your work on our digital platforms.
* An opportunity to improve your CV.
* Rewarding opportunity to help raise awareness and support for our work and make positive changes to the lives of the people we work with in the drylands of Africa.

**PERSON SPECIFICATION:**

**E** – essential **D** – desirable

**Skills and attributes**

Knowledge of communications channels **E**

Strong writing skills and fluency in written and spoken English **E**

Ability to understand complex information and translate into plain English **E**

Ability to think creatively **E**

Excellent time management **E**

Passionate about Tree Aid’s work **E**

Written French language fluency D

**Copywriting**

Excellent copywriting skills **E**

Experience of copywriting, ideally for a charity **D**

**Social media**

Experience of using social media channels to promote an organisation **D**

Experience of using social media scheduling platform Hootsuite **D**

**Website development**

Experience of editing and uploading content on websites  **D**

Experience of SEO and writing for web **D**

**Digital content**

Experience of producing digital content including film and graphics **D**

Experience of using editing tools such as Canva **D**