

# Volunteer Role Profile



Volunteer Role

**Retail - Communications and marketing  
volunteer**

Volunteer Manager

**Shop manager**

Where you will be based

**Shop**

## Why we want you

Our shops are unique environments where both the items and the people have a story to tell, and we need your help to tell these stories.

We are looking for a vibrant, confident communicator with a passion for social media and blogging to help grow our online presence. From in-store events to engaging with the wider second-hand community, this role will give you an opportunity to expand your communications and marketing skills, and all whilst spreading the power of kindness.

## What you will be doing

- Drafting original and engaging content for our various communication channels.
- Visiting shops to find inspiration, capture stories and take photos and videos for our digital assets library.
- Attending all sorts of events and reporting back on what you find!

## The skills you need

- No previous experience is needed, but an understanding of social media will help.
- Communications skills and adherence to British Red Cross guidance.
- Willingness to undertake induction in role.

## What's in it for you

- Tangible experience of creating content for the world's largest humanitarian organisation.
- The chance to meet and work with our wonderful shop teams.