

Volunteer Digital Marketing Representative

Location: Remote

Organisation

Buddy Check wants to improve mental health support for the UK Armed Forces community. We will provide a peer to peer platform for all serving personnel and veterans to share life experiences and support each other when life starts to get on top of us.

What Buddy Check wants to do is to provide support when we need it most. We want to bring the Armed Forces community together. To make sure those who, when they are at their most vulnerable, have a platform to make others aware of how they're doing. Sharing our mental health feelings, so as a community we can offer support and guidance through the darker times to a brighter future. We don't leave anyone on the battlefield, we don't want to leave anyone behind at home either.

Job Description

Buddy Check is looking for a volunteer to help us market our website on social media platforms and form ongoing relationships with external organisations. We are looking for someone to create a compelling digital marketing campaign that helps boost exposure to our target audience and supports fundraising too.

You will not be alone in achieving these tasks as you will be working alongside the CEO, and under the support and guidance of the trustees, to help us achieve our goals.

Who and what we are looking for?

- Working knowledge of digital marketing in the third sector
- Exceptional organisational and administrative skills
- Great communicator
- Strong project management skills
- Own computer with sufficient internet access
- Military background (desirable not essential).



Main activities/tasks

- Design and deliver engaging campaign to attract our target audiences and gain positive exposure
- Identify relevant platforms to share our information with, whether it be social media or external directories
- Provide external publications, organisations, forums, directories etc with relevant information
- Building our relationships with third parties for regular signposting and building awareness of Buddy Check and its values
- Identifying priorities for marketing support, researching and recommending better ways of working
- Contribute to strategy development share and discuss findings and opportunities, lead the marketing narrative with the team
- Working with the CEO to deliver OKRs.

What will you gain from working with Buddy Check

- Exciting opportunity to join a burgeoning charity
- Gain further experience in marketing
- Have an insight into the inner workings of a charity
- Opportunity to help build a community providing mental health support to those who need it.

If you are interested in joining our team please go to buddycheck.org.uk/volunteers and complete the application form

