

Digital Marketing and Fundraising Volunteer Role Description



About Peter Bedford Housing Association

Peter Bedford is a housing association with charitable aims that creates positive change in people's lives. As well as homes and support, we empower people to learn, access work and discover their creative talents. Based in Hackney and Islington, we work with people who are homeless, have mental ill health, learning difficulties or complex needs. Our work enables people to move on and lead independent lives.

We run our main activities at Kingsland Hub, a modern and accessible space that contains our central office, high quality training facilities and our recently opened social enterprise coffee shop. Close by is *The Workshop*, a social enterprise that runs joinery and creative art projects. *Outpost*, our stylish social enterprise homeware store and gallery, sells and exhibits products from the Workshop along with a range of other ethical products.

The Volunteer Role and the Difference it makes:

To help us promote our services and engage more actively with potential funders, we are creating a volunteer Digital Marketing and Fundraising role. In this role, you will help us develop an active social media presence and update our website with new stories. You will also develop and keep our supporter database up-to-date. Finally, you will help us promote our social enterprises and support our events and campaigning.

You will have excellent computer skills, an interest in marketing and/or fundraising and be passionate about improving people's lives. You will get exposure to many aspects of digital marketing and fundraising within the third sector, so this role would be ideal for someone looking for experience or a career in this area.

Ideal Commitment:

- 1 or 2 days a week.

We will cover your travel and lunch expenses.

What you will gain:

- Experience of marketing tasks especially managing websites, social media accounts and supporting with events
- Exposure to different methods of fundraising in a busy and successful team
- Gain a knowledge of social enterprise in three different contexts
- A chance to support a charity that is helping Islington and Hackney people towards independence
- 10% discount for purchases in the Coffee Shop during your time as a volunteer

Core Tasks:

- Work with our marketing officer to manage our social media accounts and website
- Support our social enterprises with their marketing activity, helping them to bring in new customers and generate more incomes
- Work with the fundraising team to update our supporter database and support new fundraising projects
- Help to organise Peter Bedford events and support our campaigning activity

Skills & Experience we are looking for:

- Enthusiasm, a positive attitude and respect for equality and diversity
- Excellent IT skills and confidence in using social media
- An interest in marketing or fundraising
- A commitment to the role and reliability in attendance and timekeeping
- Flexibility in working as part of a team and showing initiative in tasks

Additional information:

- PBHA is committed to the personal development of volunteers. If training extends beyond day-to-day duties, we will offer referral to a more long-term training programme or alternative course where appropriate.
- Volunteers must adhere to PBHA policies in particular the Health & Safety Policy, and Equal Opportunity Policy
- PBHA is committed to the Safeguarding of vulnerable adults. All PBHA posts are subject to enhanced Disclosure and Barring Service clearance