



Role Description

Role title:

Learning Team Marketing Volunteer (Buckinghamshire and East Berkshire)

Based at location:

College Lake Nature Reserve, Tring or Woolley Firs Environmental Education Centre, Maidenhead. (If working from home, will need access to own computer.)

Purpose of the role:

To inspire people to act for wildlife by assisting with the marketing of Environmental Education, Events and Community work of the Berks, Bucks and Oxon Wildlife Trust.

To create a marketing plan and deliver localised marketing for the Learning Team in Buckinghamshire and East Berkshire for events including, but not limited to: Nature Tots, Lifelong Learning Adult Courses and Family Events.

Type of activities you will be involved in:

1. To develop and deliver a marketing plan for the Learning Team
2. To work alongside the Learning Support Officers
3. To create interesting and engaging marketing and media posts
4. To identify local opportunities for paid and unpaid advertising
5. To work with BBOWT's Communications team and those with access to BBOWT's Social Media platforms
6. To undertake training and attend meetings as agreed
7. To engender a culture of membership recruitment within the team

Experience &/or qualifications needed:

Experience:

- Working within marketing is desirable but not essential
- Writing marketing communications would be advantageous
- Writing for different audiences
- Independent research would be desirable but not essential

Knowledge:

- A good general interest in wildlife and the environment
- A good understanding of marketing and practices

Skills:

- Good communication and organisational skills
- Marketing
- Research
- Independent working

Personal Qualities:

- Enthusiasm for working within the third sector
- Able to work both independently and as part of a team
- Able to take individual responsibility for tasks
- Willingness to show flexibility and resourcefulness
- Willingness to adopt BBOWT values
- Reliability
- Patience and a good sense of humour

Times/days we would like you to be available:

As arranged with learning team staff but can be flexible. Staff team work Monday – Friday within the hours of 8am and 6pm with occasional weekend and evening work.

We would be happy to be as flexible as necessary but would expect there to be some communication between the above times.

Benefits to volunteer & possible training opportunities:

- Working with our visitors is really rewarding as you share the wonders of nature with people, young and old
- This position provides an ideal starting point towards a paid job in environmental marketing and communications
- Joining a friendly Learning Team and having the opportunity to learn about the site and its wildlife
- Opportunity to attend internal and external courses and training sessions and workshops

You will be responsible to:

Learning Manager East

Expenses payable:

No

References or DBS check required:

Informal interview, Enhanced DBS & BBOWT Safeguarding training required