



Volunteer Role Description

Publicity & Marketing Officer

Updated July 2024

Overview

The role of Publicity & Marketing Officer is a voluntary Sunshine Cat Rescue (SCR) committee role.

This role requires the holder to have the following skills:

- Good literacy
- Excellent communication
- Able to build and maintain good relationships with both supporters and local media
- Confident and competent using social media and understanding analytics

Responsibilities

- To represent SCR in a professional manner at all times, maintaining a focus on the core purpose of the charity.
- To adhere to the SCR social media Policy and to act within the GDPR.
- To develop and implement a social media plan each quarter (appropriate volunteers can be utilised to carry this out).
- To publicise events, campaigns, and cats/kittens in need of adoption or sponsoring.
- To establish a good rapport with local press contacts, Vets and local businesses who may sponsor or support SCR.
- To place advertisements as required in both print media and online (including social media).
- To create and facilitate production of coherent, attractive, and impactful marketing collateral as required. Liaising with appropriate volunteers if needed, e.g., to create calendar or other artwork and signage for events.
- To maximise free advertising and promotion wherever possible, utilising social media (e.g., community groups/pages, special interest groups/pages).
- To ensure each advertising stream has a method of analysing the effectiveness of any publicity/ advertising/ promotion.
- To ensure that any paid for advertising is the best value and is effective.
- To attend monthly committee meetings and report on the effectiveness of advertising/promotion (e.g., how did you hear about us?), social media analytics, opportunities to grow the charity's reach etc. If unable to attend in person, a written report should be submitted prior to the meeting.
- To liaise with other committee members and volunteers as needed.

Please note, this list is not exhaustive and may be updated as needed.

Time Commitment

This role requires a minimum time commitment of 7 hours or more per week, this may vary depending on the needs of the charity.