

Volunteer Role Description

Role: Volunteer Marketing and Income Generator

Location: Home and office based

Time commitment: Flexible to be discussed at interview but ideally 1–2 days per week and can fit in with children and caring commitments

Reports to: CEO

Duration: Ideally 12 months

About us:

We are small charity with almost 40 years' experience of providing inclusive education and support services around relationships and sex, sexual health & wellbeing, sexual rights & responsibilities to communities in and around Cambridgeshire. Our mission is to empower people with knowledge to build healthy relationships, positive behaviours, and sexual wellbeing, so that they have the opportunity to make informed decisions.

We embrace individuality, encourage creativity, and aim for our work to be exciting, and meaningful. We maintain a healthy perspective on work/life balance and inject fun, spontaneity and humour into our working day!

Role overview:

To help the charity grow its unrestricted income by developing and implementing marketing strategies that promote and generate sales of our projects, services, and other income-generating opportunities. This is a vital role that will directly contribute to the long-term sustainability of our work.

Key responsibilities

1. Write and implement a marketing and income generation plan
2. Support the development and delivery of marketing drives to promote our income-generating projects, products, and services.
3. Help identify and develop new opportunities for selling our existing services
4. Assist in creating engaging marketing materials – digital and print – to showcase what we offer.
5. Contribute to website content, and social media updates with a focus on driving sales and engagement.
6. Research potential customer groups
7. Support relationship-building with potential clients, partners, or buyers.
8. Monitor and report on the effectiveness of marketing drives and suggest improvements.
9. Bring creative ideas to the team that help increase visibility and sales.
10. Develop and manage a basic database of customers
11. Work closely with the Fundraising Coordinator and managers

Requirements for the role:

1. Experience or a strong interest in marketing, communications, or business development.
2. Creative thinking and ability to work independently.
3. Good written and verbal communication skills.

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4. Good organisational and planning skills
5. Good IT skills
6. Understanding of (or willingness to learn about) income generation for charities.
7. Confidence with social media, digital tools, and content creation platforms.
8. Commitment to the values and mission of our charity.
9. Ability to work independently and as part of a team and willingness to 'muck in' and support other relevant work.

Why volunteer with us?

Your efforts will directly contribute to our commitment to provide inclusive education and support services around relationships, sexual health & wellbeing, and sexual rights & responsibilities. Our work supports individuals across various communities, empowering them to make their own informed decisions and choices.

You will have the opportunity to build valuable skills and experience, learn about the voluntary sector and be part of a small, welcoming, friendly and enthusiastic team.

We understand the balance between life, work, and volunteering, and we offer flexible hours to fit your schedule providing the hours and commitment also meet the needs of this role and the organisation.

To apply:

If you believe you meet the requirements for the role and you're enthusiastic about relationships and sex education we'd love to hear from you! Please complete the application form and send it along with your CV and a cover letter telling us why you're a good fit for this role. Apply to enquiries@dhiverse.org.uk

Note: This is a volunteer position, and while unpaid, reasonable expenses (such as travel) will be reimbursed.