Publicity Officer – National

Role purpose

The purpose of this volunteer role is to support Read Easy's affiliated groups without a local Publicity Organiser to publicise their offer to help the group find new Readers and volunteers, training and inducting new local Publicity Organisers when appointed.
You are encouraged to volunteer for 2-3 hours per week and must become familiar with the way the organisation runs at national and local level to understand our brand, voice and activity.

What you will be doing (**depending on time available to volunteer**):

- Liaising with your Regional Adviser and their local Management Teams to decide on a group's publicity needs
- Writing articles and securing publicity opportunities in local media, press, radio etc.
- Creating social media platforms on the behalf of local groups where they do not have any, and
    - Creating and scheduling content, ensuring national days and campaigns are planned in and supported via social media
    - Searching for social media groups that may be interested in local Read Easy groups and connecting with them
    - Engaging with other organisations, monitoring feeds, researching, and sharing related articles (as applicable)
    - Monitoring responses from public to posts
- Identifying and creating specific opportunities for publicity in the local media
- Following 'Read Easy Brand Guidelines' to preserve a clearly recognisable and consistent Read Easy identity

The skills you will need:

- Writing and Communication: Being able to write clear, compelling, and concise posts and articles that align with the charity's voice and mission.
- Innovation and Creativity: Social Media experience, and ideally experience of using Canva and the main social media platforms
- Collaboration: Partnering closely with the charity's small team of employees and other volunteers to ensure consistency and alignment with the charity's mission.
- Empathy and Passion: Understanding Read Easy's cause deeply to create content that resonates emotionally with the audience and reflects the charity's values.

- Knowledge and previous experience of publicity/marketing are an advantage
- A willingness to use initiative, work independently and abide by Read Easy policies and procedures
- Energy and enthusiasm with an up to two hours a week to commit to the role

What is in it for you?

- Develop publicity and marketing skills for a specific purpose
- Meet and work collaboratively with new people
- Be active and engaged, adding value to local communities

How we will support you

You will be provided with dedicated support from a Read Easy UK Regional Adviser, a Read Easy email address, induction, and guidance specifically needed for this role. You will also be invited to Read Easy UK's national publicity forums which give volunteers an opportunity for meeting and networking with other volunteers.

Interested?

If you think you can offer the time, skills and experience that we are looking for and would be interested in taking up this role, please submit your application using this form, or contact the person who sent you this role description.

Please note: All Read Easy volunteer roles are subject Safer Recruitment procedures which include verification of identity and two references

To find out more about the organisation as a whole visit our website at: www.readeasy.org.uk

"It's been a life-changing experience. Last week I read a book to my grandson. I never read to my children because I couldn't." Peter, from Read Easy Poole