



# Communications Lead

## Wooden Spoon Region

### Voluntary Role

*Changing the lives of disadvantaged and disabled children and young people*

As Communications Lead, you develop and maintain a local media and online presence to maximise fundraising, social impact and promotion of the charity across your Region. You are a guardian of the brand, image and reputation of the charity ensuring all communications positively reflect our vision, mission and values.

#### **What you'll get out of it**

You'll use and hone your marketing, social media, communication, technology and creative design skills to reach key audiences. You'll grow your profile in rugby and your local community. You'll help change the lives of disabled and disadvantaged children and young people.

#### **Ideally, you'll need to be**

- An excellent communicator who is able to craft accurate succinct eye-catching copy with a compelling 'call to action'.
- Able to create marketing messages that generate interest in a cause, product and/or event.
- Comfortable using a variety of social media platforms like Facebook, Twitter and Instagram.
- Able to work as part of a team and familiar with (or willing to learn about) Wooden Spoon's vision, mission, values and brand.

#### **What you'll do**

- Manage communication and marketing across local media in conjunction with Wooden Spoon National Office Communications Team.
- Source, create, edit and distribute engaging content from regional events and local projects through appropriate media channels.
- Manage and moderate Regional social media accounts such as Facebook and Twitter, scheduling content and responding to comments in a timely way, according to guidelines.
- Support team members and stakeholders to contribute copy and images.
- Direct press and media enquiries to the appropriate member of the Regional and/or National Team.
- Support members of the regional team to promote the charity 'on-message' and 'on-brand'.
- Ensure the safe secure storage of account passwords locally and with Wooden Spoon National Office

## How much time it will take up

- The commitment will vary depending on the activity of the Region and the team.
- An estimate of 1-3 hours a week

## What support you'll have

- Regional volunteers operate as a team, collaborate and support each other, under the leadership of the Regional Chair.
- All new Wooden Spoon volunteers are guided through a National online induction programme.
- You will be supported by the Wooden Spoon National Office Team at Fleet, in particular the Communications Manager, Regional Executive, Communications Executive and Marketing Assistant.
- It is expected that reasonable out of pocket expenses will be covered by the Region by prior agreement with the Chair and Treasurer.

## Who can apply to volunteer

- You'll be at least 18 years old.
- We will ask you for references and to complete an enhanced DBS check.
- You will need email and internet access
- You will be able to undertake this voluntary role from your home base with occasional travel to and across your Wooden Spoon Region.
- All Regional volunteers are ambassadors for the vision mission and values of our charity.
- We expect volunteers to adhere to the Wooden Spoon Volunteers' Charter at all times.

## Background

Wooden Spoon is the **children's charity of rugby**, funding life-changing projects to support disadvantaged and disabled children and young people.

Since our founding in 1983, we have distributed in excess of **£25 million** to more than **700 projects**, helping over **1 million** disabled and disadvantaged children.

Our rugby heritage gives us our core values of **passion, integrity, teamwork** and **fun**, which drive everything we do.

**Our Vision** is that every child and young person, no matter what their background has access to the same opportunities. **Our Mission** is to positively transform the lives of children and young people with a disability or facing disadvantage across the UK and Ireland.

Our roots lie in rugby and our future is shaped by it. The sport provides us with a purpose in making a positive difference **changing children's lives** through the **power of rugby**.

Wooden Spoon **Regional Teams** are at the heart of our charity and are vital to promoting our cause. Our Regional teams serve the needs of disadvantaged and disabled children and young people by **raising** and **investing** money locally.