



Volunteer Placement Specification: New-media marketing (minimum 6 months)

What we expect from you:

In the middle of this social revolution, you will explore the range of opportunities available for promoting our fundraising activities online, particularly to students and young people who engage with new social networking and interactive marketing media. You will identify your fellow students' social media habits and help us to capitalise on current trends. This could include creating and maintaining our profile on networking sites such as Facebook, Twitter and Myspace, as well as fundraising sites such as Just Giving, Missionfish and Dinner 4 Good. You would work with our Fundraiser to manage our profiles on these sites and take advantage of new opportunities.

Your hours would be flexible and you would be mostly working from home, with visits to the House periodically to meet with our Fundraiser. This is a brand new role which means you would have the flexibility to work around your schedule and develop the role to suit your strengths.

What you can expect from us:

You will work closely with the team at RMH Bristol and will gain a valuable insight into working within the charitable sector. You will be encouraged to be creative and innovative in this role and the experience you will gain through this placement will make a valuable and credible contribution to your CV, particularly within the fields of fundraising, marketing, and new media. Upon completion of your placement we will provide you with a reference for use in future employment opportunities.

This is your chance to make a real impact in the lives of families who are experiencing times of crisis, by helping us to give them support in a 'home away from home' and keep them close to their child in Bristol Royal Hospital for Children.

Person specification

We're looking primarily for people with a commitment to our charitable cause because we know that the success of this placement will only be achieved by someone who believes in the work we do. You will also be innovative, creative, technically adept and a good communicator. Experience in working with current new media desirable but not essential.

To apply please email a 200 word explanation on why you'd like to be our New-media marketing rep and why you would be the best person suited to this role. In addition to this please outline in 1 paragraph the sort of new-media outlets you are familiar with and would feel confident working with at the start of your placement.