

## ITCanHelp Volunteer Marketing Co-ordinator Role Profile

**Our award-winning charity is looking for a skilled Marketeer to join our team on a volunteer basis. In this role you will help identify and implement opportunities to promote our Free Services to the local target audience.**

### Our Vision

Do you have a passion for the power of technology combined with experience of Marketing and excellent communication skills? Our vision is to create ...

**“A world in which digital services are equally accessible to all”**

As an ITCanHelp Volunteer Marketing Co-ordinator you can help unleash the power of technology to ensure that older people and those with a disability are not excluded from the digital world.

*“One of your advisors, Trevor, has been helping me with some very basic computer skills on a tablet that I have hardly touched since it was bought for me as a present from my wife. I suffer from Parkinson’s and it is very difficult for me to concentrate. Trevor has been extremely kind and patient and has opened up a world I hardly knew existed.”* AbilityNet ITCanHelp client, West London

### Overview

All across the UK our 300 volunteers visit older and/or disabled people at home to offer one-to-one support with their technology, whether that’s a computer, laptop, smartphone or tablet. They trouble shoot technical issues, offer impartial advice on technology, set up new tech and install hardware and software, show people how to use their tech at home e.g. shop online, send and receive emails and Skype with family and friends and make adaptations to support a disabled person’s specific technology needs.

Each area has a Volunteer Marketing Co-ordinator, with the aim of communicating our amazing Free Services to potential end users to increase our reach and impact.

### What will I be doing?

- Researching the market in the designated area to understand the potential level of demand.
- Reviewing and analysing our internal figures to understand the current demand levels and areas of potential opportunity.
- Working alongside the local volunteer County Co-ordinator to understand the local market and volunteer support.
- Producing an area marketing plan to cover activity and timings. The plan could include any aspects of marketing with a focus on outreach work, but also including events, advertising, comms, etc.
- Managing implementation of the plan, reporting back to the central team and local co-ordinator on progress.
- Taking part in quarterly promotional calls to feedback on successes and share ideas across the network.
- Contacting local organisations and charities whose clients could benefit from our services, building and nurturing on-going collaborative relationships.

- Organising and attending local events and support groups to communicate the AbilityNet free services to potential clients.
- Liaising with the central Free Services and Marketing teams to ensure plans fit with the overall Marketing and Brand plans and guidelines.

## What skills do I need?

- A passion to help others.
- Marketing experience and/or qualifications.
- The ability to confidently communicate and network with people from different organisations.
- Excellent planning and organisation.

## What are the benefits to me?

As an ITCanHelp Volunteer Marketing Co-ordinator you can:

- Change the lives of disabled and older people in your local area.
- Develop your marketing and communication skills.
- Network with a nationwide team of other Co-ordinators and IT volunteers.
- Be flexible with your volunteering and plan it around your other work and home commitments.
- Stay up to date with all the latest tech that can support disabled and older people.

## How much time will I need to offer?

On average a Marketing Co-ordinator undertakes around 12 hours of volunteering a month, this can be flexible and fit around work and home commitments. Some of this will be from home, other time will be spent meeting people from local organisations and groups which could be in or out of work hours, in the evenings and/or weekends to suit your other commitments.

## What else do I need to know?

- We pay travel expenses at 45p per mile.

## What should I do next?

If you think you have what it takes to be an ITCanHelp Marketing Co-ordinator please email a copy of your CV to Sarah Brain, Free Services Manager at [sarah.brain@abilitynet.org.uk](mailto:sarah.brain@abilitynet.org.uk).

If you would like more information, or to chat further about the volunteer role contact the AbilityNet Free Services team on 0800 269 545, or email [volunteers@abilitynet.org.uk](mailto:volunteers@abilitynet.org.uk)