



Volunteer Role Profile

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| Title of Volunteer Role | Carlton Marshes Visitor Centre Assistant - Social Media & Promotion |
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| Purpose of role What will they be doing the majority of the time? | To assist in the delivery of the reserve promotional plan primarily through social media. Increasing our followers to gain further reach and increase visitors to the reserve and support the work of the Trust. |
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| Key Tasks What we want you to do? | Key Skills What we need you to have from day one? | Resources / Training What we will provide for each? |
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| <p>You will assist with the delivery of the reserve promotional plan for social media and assist with leaflet distribution.</p> <p>Making promotional posters and social media tiles for events and activities.</p> <p>You'll help spot wildlife stories, make digital recording and get still images to inspire visits.</p> <p>Plan social media content and scheduling posts on a variety of platforms in line with Head Office media plan.</p> <p>Record and edit digital content for the Warden's Diary, creating a selection of seasonal short films and presentations.</p> <p>Write social media content in the style and tone of voice of the Suffolk Wildlife Trust.</p> <p>Adhere to Suffolk Wildlife Trust Social Media policy and Brand guidelines.</p> | <p>Using and managing a variety of social media platforms (Facebook, Twitter, Instagram) to reach different audiences.</p> <p>Access productivity and reach of posts to increase followers.</p> <p>Experience of using Microsoft Office applications including PowerPoint.</p> <p>The ability to organising and storing digital images and photo consents</p> <p>Experience of using video editing software</p> | <p>Induction</p> <p>Tour of site buildings</p> <p>Fundraising Standard and Membership Training</p> <p>Guided walk around the reserve</p> <p>Brand training</p> <p>Safeguarding training</p> <p>Customer care training</p> <p>Visitor experience and accessibility training</p> |



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| Role Title: | Social Media and Promotion Assistant |
| Where: | Carlton Marshes Visitor Centre, Carlton Colville |
| When: | Daily, 09:15–17:15 (7.5 hrs), 09:15-13:15 (4 hrs), 13:15-17:15 (4 hrs) |
| Commitment: | 7.5 hours per month, minimum |
| Why We Want You: | <p>You'll be the virtual voice of Suffolk Wildlife Trust enticing thousands of visitors to visit the reserve, inspiring everyone to connect with the heritage of the Broads National Park, the wild landscape and wildlife.</p> <p>You'll be an essential member of the team, promoting giving a warm welcome to every visitor to the reserve in accordance with our customer promise. You will inspire visitors of all ages about Carlton Marshes, orientating and tailoring the visit according to their needs.</p> <p>You'll be editing and posting about wildlife spectacles, events, retail products in our shop, the delicious food in our café and anything else that catches your eye.</p> <p>You'll need a passion for wildlife and become actively involved with what is happening on the reserve.</p> |
| What's In It For You: | <p>The opportunity to become a Suffolk Wildlife Trust volunteer at its flagship nature reserve. You'll be delivering real results for conservations and inspiring generations to support nature conservation.</p> <p>You'll gain insight and knowledge about our conservation work from one of the most diverse and wildlife rich nature reserves in Suffolk.</p> <p>Suffolk Wildlife Trust is the county's nature charity – the only organisation dedicated wholly to safeguarding Suffolk's wildlife and countryside.</p> |
| The Skills / Talents You'll Need: | <p>You'll have experience of using a number of social media platforms, and preferably know how to schedule posts. You'll be able to tell a story through an image and in a few words.</p> <p>You'll enjoy being in a busy environment, you'll be outside capturing film footage or still images, then inside the visitor centre editing footage. You'll be able to motivate yourself and others and have fun.</p> <p>You don't need to be wildlife expert as training is always given - it's much more important that you are good with people and are willing to learn.</p> |