

Volunteer role description and skills profile

How do I use this?

- Use this form for each volunteer role you identify.
- Check the volunteering section of Lotus Notes first to see whether there is an existing role profile that you can use and/or amend to your needs.
- You may find that some of the headings on the form are not appropriate to the role. They are intended as prompts - consider them all but delete irrelevant headings.
- When you complete a profile, please email it to your Volunteering Adviser so that it can be added to Lotus Notes or be used to adapt an existing profile.

Role title: Corporate Partnerships Press team volunteer.

Why do you need me?

- We have many press announcements to make in September and October and also to carry out the regional press for what our Corporate Partners are doing for Coffee Morning this year and an extra helping hand would be useful. The volunteer would gain 6-8 weeks of work experience from Mondays-Fridays within a busy press team with fast moving projects, ranging from npower, Barclays, Nationwide, Dairy Crest and TONI&GUY for example.

What activities will/could I be involved in?

- They would learn how to liaise with journalists to raise awareness of how they are supporting Macmillan and also be involved in gaining some media coverage for the World's Biggest Coffee Morning.
- Put together a weekly news update for the corporate fundraising team
- After the 6-8 week period, the volunteer will have experience in press release writing, media relations, handling media enquiries and have a portfolio of news coverage to show for it and add a range of PR skills to their CV.

Is there an induction and training?

- Yes an induction to PR, an induction to the press team and a meet and greet!
- We will provide any training you need to complete the role.

What ongoing support/guidance will there be?

- Jade Holmes and Aimee Aldersley will be on hand to ask for help or any questions.
- Aimee Aldersley will provide support and show you how to do each tasks and offer detailed briefs so you understand the tasks fully
- Training on how to approach and talk to journalists, how to write press releases and feedback given to improve their writing skills.
- You will be updated on the success of the team.

What skills and abilities will I need to have?

- Fairly good writing ability or at least good written English, able to speak to new people you do not know and enthusiasm.
- Have good communications skills and ability to talk to people who are holding fundraising events.
- Confidence and a bubbly personality. And some creative flair.

What are the objectives?

- To generate media coverage on corporate partners and raise awareness of how they are supporting Macmillan's World's Biggest Coffee Morning.

- The volunteer to leave with a greater insight into what the press team do and how we generate news around Macmillan's corporate Partnerships.

How much time should I offer?

- We would like this volunteer in our head office from Monday- Thursday from 9-5 pm and Fridays 9-4pm,

What days of the week/time of day would you need me?

- We would like our volunteer to be available during office hours but can be flexible if you needed to leave a little before 5 to get a train or to an appointment.

Where will I be based?

- You will be helping at Macmillan's UKO Office at 89 Albert Embankment, Vauxhall, London, SE1 7UQ

Will I need my own transport?

- No, you can cycle, get the tube, bus or train..

What are the benefits to me?

- To meet and work with a press team to get to know the wider press team activities and roles.
- To meet other interns and learn new skills whilst having fun, for example to sell in news to journalists, to set up radio interviews if needed and to liaise with corporate partners who are holding fundraising events.
- To make a difference to your local community and inform people of Macmillan services.

What are the benefits to people who are supported by Macmillan Cancer Support?

- Your volunteering with us means that:
 - We can raise lots of awareness of our services and how our corporate partners help us
 - The rest of the team will be freed up to focus their efforts on other projects which will benefit people affected by cancer

Will my expenses be paid?

- We pay volunteers' travel expenses and lunch expenses.

What's the next step?

- To find out more, please contact me, Aimee Aldersley on 0207 8404916, or fill in an application form and send it to Aimee Aldersley at
Macmillan Cancer Support,
Press Team,
89 Albert Embankment,
Vauxhall,
SE1 7UQ

We welcome volunteer applications at all times but hope to fill this post by: 13 August

Date prepared: 06 August 2010