

## Macmillan Cancer Support: Volunteer Role Description and skills profile

### Role title: **PR and Communications Volunteer**

#### Why do you need me?

Macmillan's ambition is to reach everyone affected by cancer who wants or needs us by 2010. At the moment we are only reaching half of these people and we need your help to make our voice heard!

We are looking for skilled communicators to support the Devon fundraising team with our press and PR as well as monitoring local newspapers and other media in the area.

#### What activities will I be involved in?

- Collecting and reading local papers, online news, listening to radio and selecting stories relevant to Macmillan Cancer Support, its services and fundraising, identifying potential fundraising opportunities
- Sharing articles and information with the local fundraising team
- Filing information appropriately
- Updating our records of local press contacts/reporters
- Speaking to supporters who are willing to provide us with a case study about their cancer experience and writing this up as press release or as appropriate
- Developing links with local media contacts and sending out press releases etc to them
- Identifying online and other media resources and helping to build relationships with them
- Arranging photocalls and photographers as needed

#### What skills and abilities will I need to have?

- An understanding of Macmillan's work
- Ability to organise your work and work on your own initiative
- Word, Excel proficiency and ability to conduct internet research
- Excellent written and verbal communication skills
- Confidence in building rapport on the telephone and in discussing sensitive issues with supporters
- Attention to detail
- Enthusiasm for the cause and ability to represent Macmillan Cancer Support
- Willingness to follow Macmillan's policies, including health and safety, equal opportunities, confidentiality and financial guidelines.

#### What ongoing support/guidance will there be?

- Fully supported by the Fundraising Manager, and fundraising team
- Opportunities to meet and network with staff and fellow volunteers during the year
- You will be updated on the success of the team!

#### What's the next step?

- Please call the Devon fundraising office on 01803 528004