



Volunteer Role Description

Volunteer role:	Marketing Officer Role
Reporting to:	Volunteer Co-Ordinator
Volunteer buddy:	<i>TBC</i>
PVG Disclosure requirement:	Basic

Role:

- Research and analyses market trends, competitor offerings, demographics, and other information that affects marketing strategies;
- Uses research findings and analysis to provide direction to marketing managers regarding upcoming marketing projects, new products or services, and overall strategy;
- Identifies areas for improvement in product offerings, marketing strategy, and promotional activities;
- Adheres to and implements all company policies and procedures;
- Create engaging, informative and easy-to-digest content;
- To edit, proofread and paraphrase draft resources developed by Citizens Of Cyber;
- To work closely with Social Media Officer to increase engagement and awareness on social media platforms and other means of communication;
- To collaborate with Social Media Officer, Designer, Web Master and other involved parties to ensure the best possible outcome;
- To assist in creation of a monthly newsletter, brochures, leaflets and other important messages, notifications, announcements, in collaboration with CEO and Web Master;

Training needs:

- Introduction to the charity – delivered by Volunteer Co-ordinator;
- Ongoing subject matter training and refreshers, as agreed in 1:1 meetings with Volunteer Co-Ordinator as agreed.

Last modified March 2022