



## Volunteer content writer/editor

Help us engage our audiences by creating compelling content for our website and print materials.

<u>Where</u>	<u>When</u>	<u>Estimate of time needed</u>
Remote opportunity	Either in or out of office hours	3 hours a week

## What will you be doing?

- **Web copywriting:** create engaging content for our website that adheres to SEO and brand guidelines
- **Copywriting:** create well-written and compelling copy for brochures, one-pager/fact sheet and promotional materials
- **Email content:** write compelling email content that is short, relevant and has clear a call-to-action and high click through rates
- **Copyediting:** edit our existing copy for grammar and typos, and to make sure it is consistent with the style and voice of our organisation.
- **Case study writing and storytelling:** help communicate our impact via stories and case studies that we can use on our website, in marketing materials, or in our annual report.
- **Communication materials review:** review our existing communications materials. Recommend edits that will provide us with consistency in writing style and tone, accurate spelling and grammar, and a clear and engaging voice for our organisation.
- **Brochure/annual review writing:** create or update copy for a brochure or our annual review, highlighting our impact for current and potential stakeholders.

## What are we looking for?



We are looking for a volunteer who has:

- strong writing and editing skills
- the ability to write for, different mediums and formats (print copy vs web copy)
- experience in copywriting, marketing, public relations, communications or journalism
- the ability to write with SEO [web writing tasks only] and brand at front of mind using our existing voice and style

### **What difference will you make?**

Your input will shape how we present ourselves to our service users, stakeholders, funders and the general public.

### **What is in it for you?**

- free access to a 24/7 well-being helpline
- training
- the opportunity to use your skills and experience to help a not-for-profit develop
- an opportunity to gain new skills
- invitations to exclusive Say It With Your Chest events
- great experience to put on your CV
- flexible volunteer hours that fit around you
- being part of an organisation with like-minded people

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