

Volunteer, Digital Marketing/ Communications Specialist

The Ashford Mediation Service is a registered charity that provides free confidential and impartial mediation services to the residents of the Borough of Ashford who are experiencing conflict or difficulties with others.

Founded in 1997, we help people who are in dispute with their neighbours over noise, parking disputes, boundary disputes, general harassment, and anti-social and abusive behaviour.

We also provide mediation services between parents and their children (over 7 years of age), between relatives, and child access disputes.

Our aim is to prevent the escalation of conflict to limit the intervention required by the police, social services or other authorities. To do so will create a more harmonious working environment for the entire community.

We are looking to appoint a volunteer with experience in digital marketing and communications to help with developing our communications approach in order that we can have better citizen engagement, ensuring that we make a positive difference in our community.

The volunteer Digital Marketing and Communications specialist will manage and oversee the digital marketing and communications approach of the Ashford Mediation Service with specific duties to include keeping the website updated using the WordPress platform; creating a vibrant social media presence, creating the relevant inbound and outbound links to other partner organisations and helping to create appropriate content for campaigns, grant funding bids and other communications such as email and/or direct mail communications.

The Trustees have already developed a marketing plan along with a marketing strategy and key messaging for the Service, but they would welcome your input going forward.

The role requires excellent written and verbal communication skills.

PRIMARY RESPONSIBILITIES

- Website and digital platform management.
- Promote AMS services through marketing campaign initiatives.
- Create content and editorial calendars with the Director of Development
- Manage the Mediator's internal online newsletter that also have external distribution
- Liaise with the PR and Stakeholder volunteers in order to have a co-ordinated approach to communications for AMS.
- Develop fresh story ideas for reaching our target audiences
- Coordinate scheduling and logistics.

Person Specification

Essential

- Able to demonstrate a senior level and full range of digital marketing and communications skills
- Excellent written, verbal and presentation skills, with a track record of producing high quality, inspiring and compelling content across a range of channels/audiences

Desirable

- Experience of working in the voluntary, charity and public sector
- Dedicated to the organisational cause and objectives and willing to act as the charity's ambassador
- A team oriented and collaborative approach to problem solving and management

Time Commitment

- We will work with the successful candidate to come to a mutually convenient work- load but it is hopeful that the successful candidate could spare between 2-10 hours per week

Reporting structure

The post will report to the Development Director, but will also work closely with the Trustee in the Board responsible for Marketing and Communications

Remuneration

This is a voluntary post but reasonable expenses will be met.

For further information contact Ian Redding, Director of Development at [info@ashfordmediation.co.uk/](mailto:info@ashfordmediation.co.uk) or on : 07845 914838.

