

Role Description – Harrow Communities Click PR Volunteer

Harrow Communities Click is a mutual support network that provides social opportunities, user engagement and practical support to vulnerable adults in Harrow and all citizens of Harrow over the age of 18 are eligible to be members.

The philosophy of Harrow Communities Click is to hand back choice and control to all older adults or people with disabilities, health conditions, and unpaid carers, and to recognise their skills and abilities using a timebanking system whereby time is a tool and everyone's time is equal.

As a membership organisation Harrow Communities Click seeks to create a sense of ownership and helps members to:

- Be socially connected around shared values and interests to tackle and prevent isolation
- Live life with a purpose with the opportunity to share skills and knowledge and contribute to their community

Harrow Communities Click includes businesses such as local shops as members, and membership includes access to a full range of social and learning events, as well as other opportunities to engage and socialise. We encourage members to coproduce the service as well as be involved as a giver and receiver.

Purpose - To support Harrow Communities Click with Public Relations

Duties

1. Develop media relations strategy, seeking high-level placements in print, broadcast and online media
2. Coordinate public relations activities
3. Create content for press releases, Twitter and Facebook
4. Monitor, analyse and communicate PR results on a quarterly basis, create statistical tools and reports using spreadsheets.
5. Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
6. Communicate and motivate via written media.
7. Experience of managing marketing activities.
8. Give practical support to Harrow Communities Click staff.
9. Create editorial content for the Harrow Communities Click newsletter.
10. Type and word-process various documents and electronic information.
11. Communicate and provide information by relevant methods internally and externally to assist and enable organisational operations and effective service to connecting groups.
12. Interpret instructions and issues arising, and then implement actions according to administrative policies and procedures.
13. Arrange and participate in meetings and team activities.
14. Liaise closely with the Harrow Communities Click workers, seeking advice, guidance and support when required.
15. Participate in training sessions and meetings as necessary.
16. Develop a working knowledge of the information and office systems supporting the service, use them effectively and contribute to their improvement

17. Carry out tasks according to Age UK Harrow policies and standards, in particular on confidentiality, equal opportunities and health and safety.

Volunteer Specification - Harrow Communities Click PR Volunteer

1. Excellent IT knowledge and experience, particularly in relation to Twitter and Social Media.
2. Excellent writing and editing skills
3. Event planning experience (desirable)
4. Appreciates need for consistency within company's branding and marketing mix, especially PR and the Internet.
5. Ability to assimilate and understand information by listening and reading.
6. Ability to write legible and intelligible notes and records; to fill in forms; and to carry out basic calculations.
7. Adhere to procedures relating to the proper use and care of equipment and materials for which the role has responsibility.
8. Willing to work according to guidelines and Harrow Communities Click quality standards.
9. An open-minded approach to individuals, avoiding judgment and stereotyping.
10. Ability to listen to others and to explain things clearly.
11. Awareness of discriminatory practices and equal opportunity issues; and a commitment to social issues and a commitment to social justice and equity.
12. Ability to work as part of a team with other Harrow Communities Click staff and volunteers.
13. Willingness and interest in learning.
14. Willing to attend training and other events.
15. A commitment to attend the office to volunteer once a week.

Contact Information:

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Harrow Communities Click