

Digital Support – Challenge Events (Volunteer)

01/05/2024

Role Title:	Digital Support – Challenge Events (Volunteers)
Role Location:	Flexible working with regular meetings via Teams. Availability to work from or attend face-to-face meetings at Treetops (Derby Road, Risley, DE72 3SS) is desirable but not essential.
Commitment:	Immediate start with a commitment for at least 4 months. Preferably five or more hours a week. Need to be available on at least one day of the following: Mondays, Tuesdays, or Thursdays.
Responsible to:	You will work closely with the Relationships Manager for Challenge Events as well as members of the wider Treetops team

Volunteering for Treetops - How you can make a difference

Treetops Hospice challenge events include running, cycling, walking, skydives and wing walks.

They provide Treetops supporters with the opportunity to take part in an iconic or local event such as the London Marathon, Derby 10k, London to Paris Bike Ride, or Snowdon Trek.

They are often events people must train for, so take commitment and effort as well as fundraising to reach the donation target.

Each year around 100 people take part, raising c.£40,000 for the hospice

Your role

You will help with:

- Researching Running, Cycling, Walking, and Trail Running Community activity groups on social media platforms
- Identifying all local social media groups (e.g., walking, running and Spotted groups) who serve our locality as well as those in the vicinity of events that we are taking part in
- Identify influencers within the sports and community field
- Help grow our 'Challenge' brand with the use of blogs
- Suggest audiences for paid promotions to grow our reach to cold audiences

Your tasks

- Utilise social media sites to promote and advertise challenge events and respond to queries
- Work with the Relationship Manager to create a social media schedule including the creation of a language sheet
- Help create a brand of running and challenges at Treetops, ensuring we are the

- 'go to' for events
- Blogs around running and challenges
- Work with influencers and obtain pro bono promotion where possible
- Volunteer at running events with the team to run the social media narrative on the day

Skills & Qualities – Will the role suit me?

You will:

- Be an undergraduate/postgraduate in a relevant course e.g. digital media or worked in this sector
- Be confident and have a friendly attitude
- Have an interest in local and national sporting and challenge events
- Have exciting ideas on how to grow our running and challenge brand
- Be able to commit to helping on a regular basis
- Be able to work as a team, working to a shared vision and information share freely

How could volunteering benefit me?

- The chance to develop new skills, knowledge, and experiences to add to your CV
- Build your self confidence
- Improve your communication skills
- Being part of a team
- The opportunity to 'give something back' and support your local community
- Personal satisfaction.

For further information

Please contact Claire Mathias, Relationships Manager for Challenge Events with any further questions about this role.

claire.mathias@treetopshospice.org.uk

07946 108 650

0115 949 1264

You will be fully briefed before beginning work on the project.

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www.treetopshospice.org.uk