

Required skills and experience needed to be a Marketing Assistant Volunteer	
Areas	What you will need to be able to do
Knowledge & Experience	<ul style="list-style-type: none"> • Good understanding of basic computer skills including Word and Excel. • Understanding of Publisher desirable but not essential • Any marketing experience although not essential • Good numeracy skills • Experience of dealing with organisations and confidence to make contacts • Any creative experience desirable • Understanding of all social media
Skills	<ul style="list-style-type: none"> • Ability to create connections with people • Ability to work on your own initiative • Ability to contribute positively to development of the role • Creative approach to promotion • Ability to keep and maintain stock records and sales
Personal Attributes	<ul style="list-style-type: none"> • To be reliable, punctual and flexible • To be organised and efficient • To let us know if the role is becoming too demanding • To commit only to what feels manageable and positive to you • To connect with a wide range of people and companies locally • To be engaging and personable

Training & Support Offered

- **Publisher training if necessary**
- **1:1 supervision with the Fundraising Manager**
- **Volunteer induction training**

Role Requirements

- **To make connections with local businesses**
- **To increase awareness of the book and improve sales**
- **Promotion and publicity of the book**
- **To create promotional materials**
- **Create stock and financial records**
- **A reasonable level of fitness to transport books**
- **Car owner is essential with a clean driving licence**

Notes – Please bring this with you to your meeting with us