



Volunteer Role Description

Volunteer Marketing Officer

Organisation: Remember My Baby

Role type: Voluntary

Location: Flexible/remote

Hours: Flexible, to be agreed

Reports to: Remember My Baby Board of Trustees

About Remember My Baby

Remember My Baby is a UK charity supporting bereaved families through professional remembrance photography. Our volunteers help families create precious and lasting memories of their baby during an incredibly difficult time.

Purpose of the Role

The Volunteer Marketing Officer will support Remember My Baby's marketing and communications activity.

The purpose of the role is to raise awareness of the charity's work, communicate its message clearly and sensitively, and help the charity reach bereaved families, healthcare professionals, supporters, fundraisers and potential volunteers.

The volunteer will work collaboratively with trustees and other members of the charity team. They will not be expected to manage the charity's marketing alone.

Key Responsibilities

The Volunteer Marketing Officer may:

- Help plan and create content for social media
- Develop ideas for campaigns and awareness-raising activities
- Support the promotion of charity events, fundraising activities and volunteering opportunities
- Create or contribute to website, newsletter and promotional content
- Help maintain consistent messaging and visual identity across communication channels
- Adapt communications for different audiences, including families, healthcare professionals, volunteers and supporters

- Monitor basic marketing information, such as reach, engagement and campaign performance
- Identify and suggest opportunities to increase awareness of Remember My Baby
- Work with trustees and volunteers to deliver agreed marketing and communication priorities
- Handle sensitive information and content appropriately and confidentially
- Follow the charity's relevant policies, procedures and brand guidance

The responsibilities of the role may be adapted according to the volunteer's experience, skills, interests and availability.

Skills and Experience

We would welcome someone who has:

- Experience or knowledge of marketing, communications, social media or content creation
- Good written communication skills
- Creativity and confidence in developing ideas
- An understanding that different audiences may require different messages and approaches
- Good organisational skills
- The ability to work independently while remaining part of a collaborative team
- Sensitivity and professionalism when communicating about baby loss and bereavement
- A willingness to receive feedback and work within agreed priorities
- An understanding of confidentiality and responsible communication

Formal employment in marketing is not essential. The role may be suitable for someone studying marketing, developing their career, returning to the field or wishing to contribute existing skills within the charity sector.

Support and Supervision

The volunteer will receive support from Remember My Baby trustees and other members of the charity team.

Priorities, projects and expectations will be agreed collaboratively. Appropriate guidance, feedback and access to relevant information will be provided.

What the Volunteer Can Gain

This opportunity can help the volunteer:

- Build practical marketing and communications experience
- Develop confidence and professional skills
- Strengthen their CV and portfolio
- Gain experience within the charity sector
- Contribute ideas and help develop them into real campaigns and communications
- Work collaboratively with trustees and other volunteers
- Use their skills to support a meaningful cause and make a difference to bereaved families

Commitment

This is a voluntary and flexible role. The expected level of commitment, availability and working arrangements will be agreed between the volunteer and Remember My Baby.

Review of the Role

The role and agreed priorities will be reviewed periodically to ensure they remain appropriate for both the volunteer and the charity.

This role description outlines the general nature of the volunteering opportunity. It does not create a contract of employment.