

Volunteering with Cornwall Wildlife Trust plays an important role in protecting Cornwall's wild places, including our Helman Tor nature reserve, pictured.

Photo: Ben Watkins



Volunteer Role Profile

Calendar Marketing & Sales Volunteer / Intern

About Cornwall Wildlife Trust

Cornwall Wildlife Trust believes in a wilder future; a future where nature is in recovery, Cornwall's wildlife and wild places are protected, and more people engage with and take action to protect the environment.

We work towards this vision by: managing over 5,500 acres of land across 59 nature reserves; implementing projects on land and at sea to benefit wildlife and wild habitats; and by engaging people with nature.

This work is only possible thanks to our supporters, including volunteers, who play a crucial role in the organisation.



**Cornwall
Wildlife Trust**

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www.cornwallwildlifetrust.org.uk
Registered Charity Number: 214929

The volunteer / intern role in a nutshell

Volunteer role name:	Calendar Marketing & Sales Volunteer / Intern
Team:	People and Engagement
Location:	HQ, Allet, Five Acres and / or remote volunteering from home
Support Officer:	Deputy Head of People & Engagement and Integrated Marketing Manager
Type of role:	Part-time, 10.30am – 3.30pm one to two days a week (time flexible)
Purpose:	<p>To assist with the successful marketing and sales of Cornwall Wildlife Trust's 2022 calendar.</p> <p>To assist with the development of Cornwall Wildlife Trust's 2023 calendar (depending on length of time with us)</p>
For:	<p>This role would suit either:</p> <ul style="list-style-type: none">• Someone currently studying or who has recently completed a degree, and is looking for external experience in project management, marketing and customer relations, or• Someone with excellent IT, organisation, and communication skills who is looking to give back to Cornwall and be part of a team in their spare time

Responsibilities

Third party retailers

- To research and identify retail outlets across Cornwall (garden centres, gift shops, etc.) who might be interested in stocking Cornwall Wildlife Trust's wildlife calendar
- To approach retail outlets, and secure and fulfil their orders
- To support the development of the following year's calendar, liaising with photographers, being part of the image selection panel
- To develop a system and process for monitoring stock at retailers

Direct marketing

- To develop and implement tactics for promoting the calendar through social media and email marketing (creating and writing content as required)

Calendar development for 2023

- To work with Cornwall Wildlife Trust's photography group to:
 - promote the 2023 calendar and secure submissions to be considered for the 2023 calendar support the Supporter Care & Administration Team in busy periods if capacity allows
 - shortlist then finalise photos
 - liaise with the external designer on the calendar's creation

Skills needed

Required

- Enthusiastic, friendly, and professional attitude
- Good written and verbal communicator
- Well organised
- Ability to work on own and as part of a team
- Strong IT skills, with a working knowledge of MS Office packages, including Word, Excel and Outlook
- The ability to work in-line with Cornwall Wildlife Trust's health and safety policy
- Willingness to learn

Desired

- Holds or is studying for a formal qualification in course such as Marketing or English

Practical considerations

- There is limited public transport access to the office at Allet
- The role would be for a minimum of three months, to assist with the 2022 calendar's third-party sales and direct marketing. If extended to, or the successful intern / volunteer would like, a six-month (or longer) placement, they could assist with the 2023 calendar's development.

What's in it for you?

The be part of a fantastic charity and make real difference to local wildlife, people and the environment.

It could also provide the opportunity to gain experience and skills working in a marketing and fundraising team, within an office environment, using IT and CRM systems and processes.

To apply

Please send a CV and short covering letter outlining why you're interested in the opportunity to recruitment@cornwallwildlifetrust.org.uk



Above: The front cover of Cornwall Wildlife Trust's 2022 calendar. Our annual wildlife calendar raises £thousands of each year, helping us work towards a wilder future.