

Outreach Amplification Associate

Role Profile

Main objective

- To increase our reach to suitable volunteer candidates

Start Date January 2025

Hours 12/week

Duration 6 months

Location Remote Working (must be based within the GMT to GMT+3 timezones)

Remuneration This is a voluntary role. There is no financial compensation associated with this role.

Benefits Being part of a wonderful team and helping amazing grassroots organisations find volunteers.
Mentoring support & training related to the role and your development interests.
Flexible working hours.
This role can be accounted as an official internship.

To apply, please fill in this [application form](#).

Purpose

As an Outreach Amplification Associate, you will play a crucial role in expanding our reach to connect with diverse volunteer audiences. In this volunteer position, you will collaborate with external contacts to attract new volunteers, ensuring a well-rounded pool of skilled individuals to meet the needs of our charity partners supporting refugees. You will work closely with our volunteer coordinator and marketing manager to ensure our outreach strategies are aligned and well-targeted.

Responsibilities

- Contribute to the development of strategies to attract volunteers who fit the charity partner's needed personas.
- Assist in reviewing and updating target marketing personas for various volunteer roles.
- Utilise job platforms and relevant channels to promote volunteer roles in alignment with our marketing strategy.
- Create and sustain partnerships with universities to promote volunteering opportunities, when relevant.
- Research and identify additional media and non-media channels to reach and engage these personas, and utilise those channels to attract new volunteers .
- In collaboration with the Volunteer Coordinator, create an outreach plan for non-media channel promotion.
- Assess partner interest in recruiting interns and gather information on preferred types.
- Assist in planning, coordinating and facilitating introductory calls between volunteers and Indigo.
- Support the execution of Indigo's volunteer outreach strategy.
- When relevant, re-explore the specific volunteer needs of our charity partners by conducting research and/or, organising data obtained from partner conversations.
- Review and update outreach promotional resources

Skills & Experience

- Strong written and verbal communication skills.
- Strong organisation and planning skills.
- Strong team player.



- Experience with nonprofit marketing, fundraising, or advocacy is a plus.
- Interest in working remotely, managing your own time and multitasking.
- Previous experience and/or demonstrated interest in the refugees and migrants sector, knowledge of the responsible volunteering concept is welcomed.

At Indigo Volunteers we see our differences as our strength.

We are committed to cultivating an equal and fair working environment free from discrimination on the grounds of gender, marital status, race, ethnic origin, nationality, disability, sexual orientation, mental health, religion or age. We believe in promoting a sense of belonging, where our people are heard and valued and diversity of experience and perspective is celebrated.

About Indigo

Indigo Volunteers is a charity that recruits volunteers, supports grassroots organisations, and creates networks along the European refugee route. We believe in the power of ordinary people, and enable them to work together to support refugees and displaced people. We work within a community of remarkable grassroots charities, volunteers, sector experts, and humanitarian organisations that are positively dedicated to supporting communities coping with displacement, inequality, and social injustice. Have a read about us [on our website](#).

OUR VALUES

1. **Human-centred.** We put relationships, lasting collaborations and human wellbeing at the centre of everything we do.
2. **Humility.** We acknowledge that we do not have all the answers; we welcome feedback and strive to continuously learn.
3. **Accountability.** We follow through on our commitments; we are honest and transparent.

To apply, please fill in this [application form](#).

If this role interests you and you have the required skill set, but cannot meet the expected hours and would be more interested in working on a project by project basis, please fill in the application form and explain your availability in the last section.