

Outreach Amplification Associate

Role Profile

Main objective

- To bring Indigo's impact to life & increase our reach to suitable volunteer candidates

Start Date ASAP

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 capturing and showcasing the impact of Indigo Volunteers' work through compelling testimonials and content, and in expanding our reach to connect with diverse volunteer audiences. In this volunteer position, you will collaborate with our volunteer and charity partner community to collect authentic testimonials and content that highlight the meaningful experiences and contributions of our volunteers and the impactful work of our partner organizations. You will also 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

Testimonial collection - Volunteers

- In collaboration with the Marketing Team, create outreach templates for messages and emails to engage volunteers in sharing testimonials.
- In collaboration with the Marketing Team, set up guidelines that will help volunteers create testimonials that align with our branding and messaging guidelines.
- Collect written or video testimonials from volunteers and ensure they adhere to branding and messaging guidelines.
- Contribute to monthly brainstorming sessions on testimonials content needs and target group identification.
- Identify volunteers with compelling stories and experiences to share and regularly engage with them through Social Media channels and Email Outreach, following the Testimonial Collection procedure.
- Schedule and conduct interviews or calls with selected volunteers to gather testimonials, if needed.
- Inform the marketing team about new collected testimonials for use in promotional materials, website content, and social media.
- Organise and maintain a database of volunteer testimonials for reference and future use.
- Collaborate with the Volunteer Coordinator to align communications and track volunteer's engagement.
- Maintain all relevant trackers related to testimonial collection, to ensure smooth internal collaboration and procedures.

Testimonial collection - Charities

- Regularly communicate with charity partners to gather high-quality content such as success stories, impact reports, and photos/videos of volunteer projects and initiatives.
- Creating solid relationships with each charity partner's Marketing Department.
- Provide guidance and training to charity partners on how to create engaging and impactful content that aligns with our organisation's messaging and branding.
- Follow up with charity partners to ensure timely submission of requested content and provide support as needed throughout the process.
- Curate and organise partner content for use in various marketing channels, including social media, newsletters, and website updates.

Recruitment outreach

- 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.

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](#).