

# Outreach Amplification Associate

## Role Profile

### Main objective

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

*Start Date*      March 2024

*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

- Identify volunteers with compelling stories and experiences to share.
- Schedule and conduct interviews or calls with selected volunteers to gather testimonials.
- Collect written or video testimonials from volunteers and ensure they adhere to branding and messaging guidelines.
- Organise and maintain a database of volunteer testimonials for reference and future use.
- Liaise with the marketing team to pass on collected testimonials for use in promotional materials, website content, and social media.

### Testimonial collection – Charities

- Respond promptly to content requests from the marketing team and other stakeholders.
- Communicate with charity partners to gather high-quality content such as success stories, impact reports, and photos/videos of volunteer projects and initiatives.
- Provide guidance and training to charity partners on creating engaging and impactful content that aligns with our organization'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

- Conduct research to understand the specific volunteer needs of our charity partners, including to organise data obtained from partner conversations.



- Contribute to the development of strategies to attract volunteers matching partner requirements.
- Assist in creating target marketing personas for various volunteer roles.
- Research and identify effective channels to reach and engage these personas.
- 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.
- 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.

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