



Role Description

EMAIL MARKETING VOLUNTEER

Organisation Description

Burning Nights CRPS Support is a UK charity working to improve life for all those affected by Complex Regional Pain Syndrome (CRPS).

We raise awareness about CRPS amongst the public, health and legal professionals by providing awareness sessions, so diagnoses can be made quicker and treatment started more rapidly. We also offer support and information through a number of volunteer-led services, including an evidence-based website, support helpline, online forum, email and social media support, annual conference and regional support groups. More recently, we have launched our CRPS Counselling and Virtual Befriending services, which have been met with an enthusiastic response.

Charity Reg No. 1166522 (England & Wales)

Location

Online / Remote volunteering

Area of the Charity

Communications and Marketing

Number of Hours per week Required

Minimum 3 hours per week. You are not under any contract to perform these tasks nor are you under any obligation to carry out this role. There are no set hours or days for this voluntary role. It is only as and when you are able to volunteer.

Minimum Commitment

Minimum of 3 months commitment.

Burning Nights CRPS Support (Working to improve life for all those affected by Complex Regional Pain Syndrome (CRPS))

Registered Address: 1 Alder Brook, Chinley, High Peak, Derbyshire SK23 6DN

Tel: 01663 795055

Email: support@burningnightscrps.org

Web: www.burningnightscrps.org

Charity Registration Number 1166522 (England & Wales)



Main Purposes of the Role

The role of the Email Marketing volunteer will be to assist Burning Nights CRPS Support in promoting the charity, increasing awareness of Complex Regional Pain Syndrome (CRPS), promotion of any fundraisers or campaigns and other activities.

Key Tasks and Objectives

- Email strategy: Help us plan and articulate how we can use emails and newsletters to strengthen our organisation, motivate our supporters and communicate with our stakeholders
- Email content: Write compelling email content that is relevant and has clear a call-to-action and high click through rates
- Email marketing software: Look at what we are using currently and advise if it is the right fit for our organisation and if there are other systems or software we can use
- Help us raise awareness of the condition and our organisation as well as promote its growth and development
- You will bring your skills, attributes, expert knowledge and experience to enrich our team and benefit our charity and our service users
- Build our identity and awareness
- Design and implement campaigns and promotional activity
- Increasing number of subscribers

Key Skills or Qualifications

- Strong writing and editing skills
- Experience using email marketing software
- Experience of working on marketing strategies
- Ability to quickly understand the needs of our team, organisation and our services users
- Can ask key questions to enable us to clarify requirements
- Understands the resource constraints of a small charity and is able to work with these
- Open to feedback
- A passion for marketing and email marketing
- Ability to work flexibly on your own and as part of a team with enthusiasm and commitment



Key Benefits

You would be a part of our small, friendly, forward-thinking charity team, focused on reaching people affected by this rare condition who may not know that we exist to support them. You would have a key role in developing a strategy to complement our awareness campaign. This is a fantastic opportunity for you to make a real difference in someone's life which is already isolated and painful, but who may not know there is support out there and to then realise they're not alone.

Training and Support

- Full induction to our organisation
- Relevant and ongoing training for your volunteer role, including using the email platform and inbox
- Regular updates on charity activities
- Support, advice and guidance from Charity team
- After 3 months volunteering, all volunteers are eligible for courses (reasonable cost)

How To Apply

If you think you could be the person we are looking for, we would love to hear from you. We invite anyone to apply for our volunteering opportunities, regardless of ability or experience.

To find out more and register your interest, you can fill out the application form on the Burning Night CRPS Support website or get in touch by phone or email.

Please note that you will be asked to send a copy of your CV before interview and all volunteers are subject to two reference checks. All volunteer roles that involve interaction with vulnerable service users require an up-to-date DBS check, which the Charity will cover the cost of.

Contact information

Tel: 01663 795 055 (UK)

E: admin@burningnightscrps.org / victoria@burningnightscrps.org

W: www.burningnightscrps.org

A: 1 Alder Brook, Chinley, High Peak, Derbyshire SK23 6DN (UK)

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