

Volunteer Role Description – Marketing & Communications Officer

A hugely rewarding (and fun) role, as volunteer Marketing & Communications Officer is a part of our Team and help design and execute marketing campaigns in raise awareness about CDPA's low-cost spay and neutering scheme.

CDPA is a registered charity dedicated to caring and improving the lives of cats and dogs in Ireland. Our volunteers collaborate with local communities to reduce animal suffering through our Trap-Neuter-Return, foster-rehoming and welfare programmes.

Commitment required:	6 months
Minimum weekly commitment:	6 hours
Location:	Online

Role Description

- Research, design and manage marketing and communications plan
- Help create and maintain a social media plan for the Low-Cost Spay & Neuter scheme
- Identify and utilise opportunities to raise awareness about CDPA's Low-Cost Spay & Neuter scheme with the aim of increasing the amount of applications received

Desired Qualities

- Excellent communication, computer and design skills
- Passionate about animal welfare
- Self-motivated and enjoys working as a part of a team

Desired Experience

- Excellent written and verbal communication skills
- Experience working with computers
- Experience working with Canva or similar
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate

Other requirements

- Access to own computer

As a CDPA volunteer you will benefit from

- A hugely fun and rewarding experience being part of a media team that aims to promote and enable CDPA to help animals in need
- Access to a strong, supportive community of animal rescuers throughout your volunteer journey with the CDPA
- A full induction, comprehensive training & ongoing support
- Ongoing training from an expert team of volunteers
- Opportunities to become involved in other aspects of the charity
- Experience of working in the Animal & Charity Sector

CDPA is firmly committed to diversity in all areas of our work. We are committed to developing and maintaining an organisation in which differing ideas, abilities, backgrounds and needs are fostered and valued, and where those with diverse backgrounds and experiences are able to participate and contribute.