



THE INTERNATIONAL NETWORK OF STREET PAPERS (INSP) Online Marketing Volunteer: Job Description

www.street-papers.org

TITLE: Online Marketing Volunteer

REPORTS TO: Maree Aldam, Network Development Officer

PURPOSE: INSP is looking for a creative and committed volunteer to help improve our Internet presence by designing and regularly updating our Myspace and Facebook profiles.

SPECIFIC DUTIES:

- *Evaluate the organisation's current online presence on social networking sites and make structured recommendations about how to improve this.*
- *Liaise with staff to affect any initial changes.*
- *Create a proposal for regular online communication/action that the charity should follow.*
- *Make suggestions for any other online forums that the charity should subscribe to / set up.*
- *Liaise with staff to locate relevant material to post online.*
- *Update INSP's online sites every week with new material, up-to-date news, events, films, pictures etc.*

MINIMUM REQUIREMENTS:

- A good working knowledge of social networking sites and IT.
- Creative with a good eye for design and layout.
- Must be reliable with strong written skills.
- An interest of issues surrounding homelessness, international development or independent media desirable.

SUGGESTED TIME COMMITMENT: 2-4 hours per fortnight for at least a 12-week period.

TO APPLY: Send your CV, a brief writing sample, and a cover letter telling us why you're interested in this opportunity to:

INSP c/o SCVO
Online Marketing Internship Programme
Floor 3, Centrum Building
38 Queen Street
Glasgow G1 3DX

Applications will also be accepted via email. Send them to: info@street-papers.org