

BRAND AMBASSADOR VOLUNTEER ROLE DESCRIPTION

ABOUT WILLOW BURN VOLUNTEERS

Volunteers use their time, skills and experience to enhance the provision for our patients and to support the staff in delivering a high-quality experience for all and as such will:

- Have enthusiasm and commitment to Willow Burn Hospice, our mission and values.
- Give a realistic time commitment, whilst there is no minimum number of hours required, most of our volunteers give at least four hours a week.
- Work under the direction of staff to deliver a high-quality service
- Respect the privacy of patients and families
- Undertake training necessary for the role
- Make links with the community and share Willow Burn's messages

OUR VISION

We are part of a community where we treasure lives and everyone is supported to live well and die well.

OUR VALUES

Caring: We put care, compassion and dignity at the heart of everything we do.

Aspiring: We are passionate about delivering high quality, personalised services.

Responsible: We are a responsible organisation that people can trust.

Empowering: We support and enable people to make the choices that matter to them.

PURPOSE OF THIS VOLUNTEER ROLE

The ambassador is a volunteer from Willow Burn who is passionate about volunteering and fundraising.

Ambassador responsibilities fall into three categories: encouraging fundraising and capturing donations, recruiting volunteers and sharing key messages about Willow Burn

POINT OF CONTACT

Head of Fundraising and Marketing / Fundraiser

TASK DESCRIPTION

- Work with the Marketing and Fundraising Team to share Willow Burn messaging within Derwentside.
- Make appointments to see the relevant organisations in the community, following the

direction of the Marketing and Fundraising Team.

- Liaise with the Marketing and Fundraising Team for appropriate marketing materials.
- Ensure any potential volunteers details are passed on the Marketing Communications Manager for processing.
- Ensure any fundraising activities are passed back to Community Engagement and Income Generation Officer for support.
- Represent volunteering at key events throughout the year to encourage recruitment of new volunteers (or encourage a member of the volunteer team to attend).
- Take customer satisfaction surveys at Willow Burn events.
- Identify and mentor other potential Ambassadors

PERSONAL SPECIFICATION FOR AMBASSADOR VOLUNTEERS

- Good communication skills with a broad spectrum of professionals
- Team player
- Flexible approach to working
- Strong interpersonal skills
- Tact and diplomacy in dealing with a variety of situations
- Self-awareness and able to use initiative
- Good sense of humour
- Good understanding of equality and diversity

ADDITIONAL REQUIREMENTS

- To ensure in all circumstances that you represent Willow Burn in a positive light.

The above is indicative of the tasks to be carried out and will change from time to time in consultation with the volunteer and in line with service needs.

All duties are to be carried out in accordance with the law, the Willow Burn Hospice philosophy, policies and procedures, the placement contract (if applicable) and in the spirit of fairness and equality and other professional guidelines.