

Sported Marketing and PR

Light Touch Volunteer

(Voluntary Role)

Who is Sported?

Sported is a leading Sport for Development charity, helping to transform the lives of disadvantaged young people across the UK. We're a membership organisation, working with 3000 amazing community groups and organisations that are using the power of sport to tackle the root causes of some of society's biggest problems, and giving disadvantaged young people the opportunities to succeed in life. Most of our members are, themselves, led by volunteers. While they're knowledgeable and passionate about their sport, and know how to work effectively with young people, they often lack the skills, the time and the networks they need to make their clubs sustainable and effective. That's where Sported comes in!

Why become a Sported Light Touch Volunteer?

- Have a lasting impact on communities
- Opportunities to share professional skills and expertise
- Varied and flexible opportunities
- Short term and one-off volunteering opportunities
- Full induction, plus training and personal development opportunities
- Support from the Sported Volunteer Services Team
- Many of our light touch interventions are delivered by phone, skype and or email so can fit around our volunteers existing commitments
- Opportunities to support a range of different types of organisations in communities across the UK
- Expenses covered



"The best reward for me is hearing the enthusiasm in their voices when they tell me how things are going."

Rachel, Sported volunteer

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What is Light Touch support?

- Light touch support is flexible and short term volunteering interventions to support our members needs
- Light Touch support will include 3 main types of support:
 - 1) Sported Volunteer Expert paired with a member (one off business support e.g. phone call with a member)
 - 2) Sported Volunteer Champion paired with a member (1-3 sessions of business support with member)
 - 3) Sported volunteers to deliver pre /post mentor support or an organisational health check.

What's involved in Sported marketing and PR light touch support?

- Reviewing an existing or draft marketing plan and providing feedback
- Answering query around marketing, PR or social media
- Supporting a Sported member to identify their key messages
- Guiding and supporting member through a specific part of the marketing process.
- Reviewing a draft press release and providing feedback
- Reviewing draft marketing materials (e.g. leaflets, posters or a website) and providing feedback.

Person Specification:

<p>Skills in all of the following areas:</p>	<ul style="list-style-type: none"> • Facilitation, training or mentoring • Communication skills; oral and written • Problem solving • Creative thinking • Listening • Using and interpreting information • Building rapport
<p>Personal Qualities including all of:</p>	<ul style="list-style-type: none"> • Interest in transferring knowledge and skills to others • Personable • Patient • Persistent • Dedicated

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	<ul style="list-style-type: none"> • High level of personal integrity • Open minded • Committed to Sported's aims and success • Committed to working on a Sported project for its agreed duration
<p>A minimum of 5 years of experience in Sported Marketing and PR and at least 1 more of the following:</p>	<ul style="list-style-type: none"> • Working with a range of people • Working with third sector organisations • Working with volunteers or voluntary management committees • Training or mentoring • Business experience • Organisational development • Change management • Working collaboratively with people to find solutions
<p>Sported Marketing and PR Specific Knowledge/Experience</p>	<ul style="list-style-type: none"> • General marketing/ community marketing experience • Understanding marketing trends • Experience of working with sponsors • Using social media for promotion • Experience of press releases

Frequently asked questions

1) What training & support will be offered?

Before you start volunteering with us we ask you to complete our induction process so that we can introduce you to key personnel, equip you with the specific knowledge and skills to fulfil your role, and prepare you for your volunteering. We run induction sessions, backed up by further reading and peer support as appropriate.

2) How long does it take until I start light touch volunteering

Requests from Members for light touch support are approved by our volunteer services team and carefully matched with your skills, availability and interest in different types of light touch support. You could be placed within weeks of joining the Sported volunteer team, but it may take some months.

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3) What is the time commitment

We ask our volunteers to commit to at least six months of volunteering with us in terms of individual support interventions with members, every light touch support requires a different level of involvement from answering a one off question or having a conversation to a couple of face-to-face meetings. The scope and length of potential light touch supports you deliver will always be discussed with you and it is important that you complete any volunteering that you have agreed to. We ask our volunteers to commit to one task initially. After that we will review it with you and discuss future options.

I'm interested what's next?

- 1) **Application form** - If you meet all aspects of the person specification please complete the online application form www.sported.org.uk/become-a-volunteer/apply-here

- 2) **Review** - After reviewing your application we will either contact you to arrange an initial interview or let you know if your application doesn't appear to fully meet the person specification.

- 3) **Interview** – Your initial interview could take place over the phone and/or in person depending on your location.

- 4) **Reference and induction session** - Following the interview, if both parties are happy to proceed, we will take the details of a referee and keep you informed of the date of the next induction session to attend (session may be delivered online)

- 5) **Acceptance** - Upon completion of your induction session and receipt of your reference we will confirm whether or not you have been accepted onto the Sported team.

- 6) **Volunteering** - Once trained, we will keep you informed about light touch support projects that seem to suit your knowledge, skills, interests, location and availability.

Please note this is a voluntary role. For more information about becoming a volunteer please contact the Sported office on 020 7389 1921 or email Mark Bingley (Volunteer Services Coordinator) volunteer@sported.org.uk

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