

## Media Relations Volunteer

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"I enjoy knowing that I am helping to raise awareness and funds for such an amazing charity. It is a great feeling to know you are making a difference in some way." Sammy, Volunteer

### What's involved?

Media Relations Volunteers for Norfolk :

- o Proactively publicize branch/group activities and events
- o Develop contacts with the local media - press, tv & radio
- o Write press releases
- o With local branch - identify, approach and mentor potential speakers for local radio and TV.
- o Maintain awareness of and follow MND Association guidelines for press and publicity

### This role will suit me if I:

- o Am a good communicator
- o Have good writing skills and can create press releases or have a willingness to learn
- o Have an interest in local media
- o Have a willingness to recognise and use opportunities for publicity
- o Am a relationship builder

### What's in it for me?

- o Develop your communication and networking skills
- o Gain experience in media relations
- o Become part of a friendly and dedicated local team

### How flexible is the role?

The Media Relations volunteer will work from home for approximately 2 hours a week and will attend committee / planning meetings as necessary

### What sort of training/induction will I receive before starting?

You'll be inducted into the role and informed about the Association. As part of this, you will receive e-learning, face-to-face training and mentoring. The training programme will also include experiential and reflective learning.

### What's the next step?

Get further information by emailing [volunteering@mndassociation.org](mailto:volunteering@mndassociation.org) or call us on 01604 611681  
We encourage and welcome applications from all backgrounds and all communities