

# Media Relations Volunteer

## Role Profile

Across England, Wales and Northern Ireland, [Branches and Groups](#) offer direct support for people living with and affected by Motor Neurone Disease ('MND'), every day.

A Media Relations Volunteer provides support to their respective Branch or Group by generally engaging in activities that involve local media.

## Tasks and activities

- Proactively engage with local media (radio, TV, press etc.) to share stories and information regarding the MND Association Branch or Group activity locally
- Write and publish press releases regarding Branch or Group activities to raise awareness
- Ensure that all media engagement activity is in line with the MND Association brand guidelines and tone of voice
- Develop contacts with the local media to support with Branch or Group engagement and reach
- Connect with other volunteers where possible, such as the Newsletter Editor, Social Media Co-ordinator and Webmaster, to ensure consistency in communication
- Adhere to the MND Association's policies and procedures, including Safeguarding
- Time commitment is flexible and variable depending on local need and individual capacity

This role is recruited through Safer Recruitment processes, which means that it includes an informal interview and two references.

Volunteers complete a basic induction and receive a welcome booklet about volunteering with the MND Association.

Volunteers receive ongoing local support from their allocated Community Support Coordinator ('CSC').

## About our Branch/Group Media Relations Volunteers

Across the MND Association, everything we do is underpinned by our Values.

We are **One Strong Team**

- We use excellent communication skills to help with publicity and raise awareness
- We use our creative skills to create and share quality press releases and are willing to learn
- We connect proactively with other volunteers to stay aligned and plan ahead

We **think Big**

- We are confident and informed about how we can support people affected by MND
- We use our brilliant network and relationship management skills to succeed
- We are ready to enhance our understanding of MND to drive our approach to communications

We are **Determined**

- We are committed to learning about MND and its impact on people and their families
- We have great attention to detail and an interest in media and communications
- We understand the need for consent, confidentiality and the importance of data protection

We make **Every Day Count**

- We champion the [Vision and Purpose](#) of the MND Association
- We deliver clear, inclusive and succinct messaging to drive growth in engagement
- We are always respectful and kind