



VSI Marketing & Communications Officer (ESC) Role Description 2022

About VSI

Voluntary Service International (VSI) is the Irish branch of Service Civil International (SCI), a worldwide peace movement founded after the First World War. We are a volunteer-based movement, founded in 1965 and headquartered in Dublin.

For over 55 years we have promoted peace, social justice and sustainable development at home and abroad through **volunteering**. By bringing together people from across the globe to participate in values-based volunteering, we aim to increase awareness and understanding of the people, the societies and the environment around us. This deeper understanding will contribute to a global and local society which is more open-minded, aware and responsible for its own behaviour and actions. We are able to do this with the help of our network partner organisations at home and abroad, enabling volunteering experiences that promote peace, social justice and sustainable development.

VSI's vision is a world of peace, social justice and sustainable development, where all people live together with mutual respect.

VSI's mission is to promote a culture of peace, social justice and sustainable development by organizing and supporting volunteering projects, both in Ireland and internationally.

VSI Values: Volunteering is at the heart of VSI's work. We support engagement, without material reward, that benefits society and aims to achieve positive social change. This is guided at all times by our core values. Every voluntary project, meeting, exchange or training reflects these values:

Non-violence - choosing peaceful resistance and conflict resolution without recourse to violence as a principle and a method;

Human Rights - respect for individuals as stated in the Universal Declaration of Human Rights;

Solidarity - international solidarity for a more just and equitable world, and solidarity between all human beings;

Respect for the Environment - and the ecosystems of which we are a part and upon which we are dependent;

Inclusion - being open and inclusive of all individuals without discrimination;

Empowerment - providing people with knowledge and tools to understand and act to transform the social, cultural and economic structures that affect their lives at all levels;

Co-operation - with local communities as well as other local, national and international partners to strengthen the positive potential within civil society as a whole.

For more information about our organisation, please see:

[2021 - 2025 VSI Strategic Plan](#)

[2020 VSI Annual Report 2020](#)

ESC Context:

The focus of this ESC position is to promote VSI's volunteering and non-formal educational opportunities through both digital technologies and face-to-face communication. The overall purpose is to encourage participation in VSI's programmes and to promote engagement with our core concepts and ideas.

This project offers the ESC volunteer opportunities for personal and social development, to have an intercultural experience and to gain skills that can be critical in her/his professional career. The participant will gain experience of participating in a national and international NGO. The experience will raise the volunteer's own awareness of our core concepts and ideas and will give the volunteer the opportunity to develop skills in communications and marketing including digital technologies, social media platforms and non-formal education methodologies. The volunteer will meet many young people from different backgrounds as well as people of all generations through for example meeting our volunteers, host organizations and members. The ESC volunteer will be offered opportunities to learn new skills and meet people from different cultures and backgrounds and learn to recognize and develop their own skills and interests.

Role Purpose:

To support VSI's marketing and digital communications in cooperation with VSI's team of staff and volunteers. The volunteer will be involved in the promotion of VSI volunteer and global citizenship education (GCE) programmes, maintaining VSI's social media and website, attending fairs and events, and delivering info sessions and GCE workshops.

Main Duties:

- Develop communication and advocacy campaigns, resources and materials in line with VSI's priorities, values and objectives.
- Maintain and curate content for VSI's social media and website, and create VSI's monthly newsletters, ensuring internal and external visibility of VSI's work and values.

- Develop and maintain relationships with general marketing targets and intermediaries e.g. Careers Offices in universities/colleges, libraries, Volunteer Centres, Youth Information Centres.
- Working with the VSI Programmes Coordinator and Programmes Officer in researching the SCI and ESC volunteer databases for projects and opportunities matching our values, aims and priorities.
- Maintain and develop VSI's CRM (Salesforce) in conjunction with staff and other volunteers

Promotion of VSI's vision of volunteering for peace and our programmes and activities with partners:

- Promote VSI's work, volunteer projects and opportunities on social media, our website, newsletters, attending fairs and events, deliver global citizenship education and awareness workshops and info sessions.
- Make contact with and develop relationships with potential volunteers and contacts/organisations.
- Collaborate with the Programmes Coordinator and Programmes Officer to make links with potential participants and host organisations.
- Maintain and develop VSI's relationships and communication with members, volunteers, host organisations and other contacts including supporting regular social and networking activities, offline and online with VSI volunteers and members.
- Develop and maintain VSI's photo library/archive.
- Develop and maintain a VSI blog and develop new virtual and collaborative platforms (e.g. Padlet, Jamboard), in collaboration with the VSI team.
- Research and develop ideas and opportunities for new activities and promoting engagement and participation in them, for example online volunteering and activities.

Personal Action project:

Possibility to do your own personal action project related to our work and based on your skills and interests (e.g. workshop, exhibition, talks, blog, podcast).

General Duties:

In cooperation with the staff and volunteer team:

- Assisting with other VSI activities e.g. organising the Annual General Meeting.
- Assisting in office related duties with other staff members as appropriate, this includes answering general enquiries.
- Attending staff and other meetings as appropriate.
- Submitting weekly reports and other reports as required, maintenance of records and files.

Additional Info:

Financial Support

An allowance for living expenses will be provided. Mentoring support for the volunteer's personal and professional development is also included.

Training

Training will be provided where appropriate (for example, GDPR, social media, critical literacy skills), this may include international training opportunities and seminars.

Supervision:

The VSI marketing and Communications Officer reports to VSI's Programmes Coordinator (PC) with whom s/he will work closely and meet regularly. The ESC volunteer will write regular reports as agreed with the PC and VSI CEO.

Hours and Leave:

35 hours per week.

Office hours are from 9.00am – 5.00pm. It is possible that some activities that the volunteer will attend will take place in the evenings and at weekends, time in lieu will be allocated to cover this.

Annual leave equivalent to 2 days per month of the ESC project (24 days annually) plus national Irish holidays.

Location:

The VSI Office is located in [Carmichael Centre for nonprofits](#), near Smithfield Square. The staff team currently work 2-3 days in the office per week, and work remotely for the rest of the week. Volunteers will be asked to work from the office for a minimum of two days a week and will have the option of remote working on other days.