

Website volunteer recruitment pack

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At Age UK we believe that working with, and growing, our force of volunteers will help Age UK go further, faster - to extend our reach and impact on the lives of even more older people. Therefore we have created this guide to support staff in recruiting website volunteers across the Age UK Network. This guide also assists volunteer managers across the Age UK network to recruit suitable website volunteers. Before you begin the process of recruiting a website volunteer you will need the following in place:

- Approval to recruit a volunteer for this role
- Budget to cover expenses
- Key contact to manage the volunteer

Volunteer role description

Before you can begin recruiting a volunteer you need to create a role description. The purpose of role descriptions is to ensure both the volunteer knows what is expected of them. It can form the basis for your recruitment effort because it defines the role, skills, abilities and interests necessary to perform the role successfully.

For example:

Tasks for a web volunteer role:

- *Update existing web pages*
- *Write new content for the website*
- *Update social media (Twitter and Facebook accounts, etc)*
- *Monitor website stats and report on trends.*

Essential skills:

- *IT literacy including use of LinkedIn, Facebook and Twitter, etc*
- *Excellent communication skills*
- *Excellent copy writing and attention to detail*

Desirable skills:

- *Marketing experience or qualification*
- *Persuasive writing skills*
- *Knowledge of Google Analytics*
- *Knowledge of Content Management Systems*

There is no prescribed format for role descriptions but they need to meet some basic requirements. For more information please read [Drafting Volunteer Role Descriptions](#) on the loop.

Advertising

Once the role description has been created it can be advertised. However, when writing and promoting your advert please keep the following in mind:

- What the voluntary work is
- What Age UK does
- Age UKs Values
 - *E.g. 'At Age UK we recognise the importance of promoting equality, valuing diversity and creating an inclusive environment for everyone.'*
- How a new volunteer can make a difference
- How to find out more
- Selling the role
 - Think about peoples motivations
 - Think about targeting the right audience
 - Think about different ways to get the message out there
- What you want the applicant to provide
 - Application
 - C.V
 - Cover letter
 - References
- Next steps in the process, including length of time for the process

Where to advertise

A nearby university or college may have students looking for volunteer placements to gain experience, especially if they are on courses such as marketing, journalism, business, digital, media or computing. Universities will often have careers centres or volunteering officers you can contact.

For more information on places to recruit volunteers please read the guidance on [Volunteer Recruitment](#).

Interviews

Once you have received applications you can begin to choose who you would like to invite for an interview. An interview is a two-way process. It enables the organisation and the potential volunteer to find out more about each other and for both parties to ascertain if they wish to proceed. The interview should be structured without being a formal assessment.

When organising the interview you need to consider:

- Location
- Time
- Providing background information
- Drafting questions in advance

For more information please read the guidance on [Volunteer Interviews](#).

Throughout the recruitment process please let unsuccessful applicants know if they are unsuccessful and provide feedback. It would also be good practice to suggest other volunteering opportunities available to them where possible.

Training your website volunteer

You can find resources to help you with website training on the brand partner's [marketing hub](#). This includes:

- How to use Google Analytics
- Good practice guides for writing web content
- Training materials for social media

If you want to create a log in for your volunteer, please contact partner.content@ageuk.org.uk. When a volunteer stops volunteering ensure you contact partner content to have their account deleted.

During the time you are training your volunteer, it's particularly important to make sure they understand the following:

Content sign off

- Make sure they know who is ultimately responsible for signing off any content and that it should never go 'live' until it has been approved.

Engaging with the public through social media

- Social media is an important way of engaging with members of the public. Volunteers need to understand that posts on social media can have a big impact on the way people view the charity. Ensure they know the type of things they will be posting, how to handle comments from the public.

Brand compliance

- Some volunteers may not know that the look and feel of our websites is a reflection of a wider brand and must adhere to brand guidelines. You can find all the [brand guidelines](#) – ensure your volunteer has a copy.

Creating accessible content

- It's really important to understand web accessibility so your content is available to all users. Read our [web accessibility guidelines](#).

Tried and trusted things to remember

- Say thank you to volunteers – This is one of the best ways to retain volunteers
- Don't put commitments and obligations on volunteers but do set reasonable expectations – Setting obligations could create an employment contract between the volunteer and the organisation
- Ensure volunteers are aware of how to raise a concern, and how it will be handled – Volunteers will be more likely to share concerns which reduces risk
- You can end a volunteering placement if it is not providing support – There is no point having volunteers if they are not supporting us to achieve our mission.