

Volunteer role description

Job title	Marketing and Communications Lead
Location	Remote
Remuneration	Voluntary
Hours	Estimated 3-5hrs per week, flexible
Reporting to	Business and Operations Manager
Responsible for	Marketing and Communications Assistant

Overview of the role

Play2Give is seeking a creative, organised, and mission-driven Marketing and Communications Lead to shape how the charity tells its story, engages supporters, and amplifies its impact across the community. This role is perfect for someone who enjoys crafting compelling messages, building a recognisable brand, and driving awareness for a good cause.

You will report to the Business and Operations Manager and take a leading role in guiding and growing our volunteer Marketing and Communications Team. The team currently includes one Marketing and Communications Assistant, with plans to expand as the charity continues to grow.

What you will do

Marketing and Communications

- Lead the volunteer Marketing and Communications Team, providing direction, support, and creative guidance.
- Develop and deliver impactful campaigns that promote our mission, events, and fundraising initiatives.
- Manage and grow our digital presence across social media, website, newsletters, and press engagement.
- Create compelling written and visual content that raises awareness and inspires action.
- Maintain consistent branding across all platforms and materials.
- Produce templates, toolkits, and communication packs for use across the organisation.
- Support the design and rollout of fundraising campaigns, seasonal appeals, and community events.
- Monitor engagement and performance across channels, using insights to refine strategy.
- Build relationships with local media, community groups, and supporters to increase visibility.

- Ensure all communications reflect Play2Give’s values, tone, and commitment to community impact.
- Manage internal Marketing and Communications systems, such as SharePoint.

Team Leadership

- Provide day-to-day leadership for the volunteer Marketing and Communications Team.
- Support, mentor, and coordinate the current Marketing and Communications Assistant, with scope to onboard additional volunteers as the team grows.
- Assign tasks clearly and fairly, aligning volunteer strengths with organisational needs.
- Foster a positive, inclusive, and collaborative team culture.
- Celebrate team achievements and share progress with the Business and Operations Manager.
- Encourage creativity, new ideas, and continuous improvement.

What you will bring

- Background or strong interest in marketing, communications, digital media, or content creation.
- Excellent written and verbal communication skills.
- Creative thinker with a strategic mindset and strong attention to detail.
- Ability to lead, coordinate, and inspire volunteers.
- Confident using social media platforms and design tools (such as Canva).
- Organised, reliable, and enthusiastic about making a positive social impact.
- Comfortable working independently while contributing to a wider team effort