

Marketing & Communications Officer

Volunteering Opportunity

The British Horse Society strives to make a difference for horses and those who enjoy them. Without our enthusiastic and dedicated volunteers, we would be unable to run hundreds of great equestrian and educational events, attend over a thousand new welfare concerns each year, campaign for the increased safety of riders and horses on our roads and for access to safe places to ride or carriage drive, raise awareness of equine diseases and fundraise for the benefit of horses and riders in your local area.

Our Marketing and Communications Officers are essential to raising the profile of our work. They promote local initiatives and national campaigns, inspiring people to support us and get involved with our activities and join us. This voluntary role is vital in making sure the hard work of our local volunteers is supported and recognised both within the BHS and throughout the larger equestrian community.

Who are we looking for?

This opportunity may suit you if you:

- are sociable and passionate about supporting your local equestrian community
 - are interested in the BHS's campaigns, activities, and charitable objectives
 - enjoy using social media (primarily Facebook)
 - are creative and enjoy photography
 - are organised and like planning upcoming activities and events
 - are computer literate
 - want to belong to a local network of other passionate BHS volunteers
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What's in it for you?

As a BHS volunteer Marketing and Communications Officer, you will help to spread the word about our national campaigns, promote local BHS equestrian events to maximise attendance, highlight local BHS activities and support your local BHS team to make a difference in your area.

You can expand your own skills, knowledge and experience and be part of your local team of like-minded volunteers.

Example activities of a volunteer Marketing & Communications Officer

We know people have differing amounts of time available, and so there are many ways in which you can help, for example:

- writing/sharing social media content based on local activities, e-newsletters and blog posts for our website
- working closely with your Regional/National Manager to coordinate promotional activities
- creating assets such as posters & infographics with the support of our inhouse graphic designer
- attending local BHS shows, pleasure rides and events to take photos & videos, talking to attendees and gathering feedback
- raising awareness of our campaigns and promoting our events to local equestrians
- engaging and building an online local BHS community
- connecting with your local Access, Safety, Welfare, and Education volunteers to communicate their successes and challenges
- working with our Marketing and Communication department to identify local opportunities to amplify our campaign messages

What help will you receive?

You will have local support from BHS regional staff, other Marketing & Communications Officers and your local BHS volunteer team/committee. You will also be able to call upon the technical support, guidance, and training from the dedicated Marketing & Communications department at Head Office, whilst the Volunteer Support Team are always on hand to help and assist throughout your personal volunteering journey with us.

You will be given full training for your role, including GDPR training to cover photography/consents.

You will be required to follow approved BHS guidance & processes in the performance of the role.

Commitment

We commit to providing all the necessary BHS training and resources. We provide regular updates on legislation changes and information on our campaigns. You do not have to pay for any BHS training or resources, and you are encouraged to claim necessary expenses for carrying out your volunteering activities.

You will need a computer or tablet and access to the internet/email, and user knowledge of Facebook. It is helpful if you are able to travel around your local county/district area (for meetings and events).

Interested and want to know more?

Contact our Volunteer Support Team on volunteer@bhs.org.uk

Ready to apply? Click for our [online application form](#).