

## Volunteer Role Description – Newsletter Officer

Our Volunteer Newsletter Officer should have a love for animals and a talent for crafting engaging, informative, and inspiring content. As, Newsletter Officer, you will play a crucial role in keeping our supporters informed, engaged, and motivated to support our cause.

CDPA is a registered charity dedicated to caring and improving the lives of cats and dogs in Ireland. Our volunteers collaborate with local communities to reduce animal suffering through our Trap-Neuter-Return, foster-rehoming and welfare programmes.

<b>Commitment required:</b>	6 months
<b>Minimum weekly commitment:</b>	4 hours
<b>Location:</b>	Online

### Role Description

- Write, edit, and proofread monthly newsletters that include updates on our activities, success stories, upcoming events, volunteer opportunities, and more.
  - Develop compelling stories about the animals in our care, our volunteers, and the impact of our work.
  - Stay informed about current events, trends, and issues related to animal welfare to include relevant and timely information in newsletters.
- € Work closely with volunteers to gather information and photos for newsletter content.
- € Assist in developing strategies to increase newsletter readership and engagement.
- € Ensure the tone and style of the newsletters align with our brand and mission.

### Desired Qualities

- Excellent communication, administration and computer skills required along with a passion to help animals
- Excellent organisation skills
- Experience in creating newsletters
- Excellent writing, editing, and proofreading skills with a keen eye for detail.

- € Strong communication skills and the ability to convey information clearly and concisely.
- € Ability to craft engaging stories and content that resonate with a diverse audience.
- € Ability to meet deadlines and manage multiple tasks effectively.

## Desired Experience

- Previous experience in writing, journalism, communications, or related fields is preferred but not required.
- Proficiency in using email marketing tools and basic knowledge of graphic design tools (e.g., Canva) is a plus.

## Other requirements

- Access to own computer

## As a CDPA volunteer you will benefit from

- Access to a strong, supportive community of animal rescuers throughout your volunteer journey with the CDPA
- A full induction, comprehensive training & ongoing support
- Ongoing training from an expert team of volunteers
- Opportunities to become involved in other aspects of the charity
- Experience of working in the Animal & Charity Sector

*CDPA is firmly committed to diversity in all areas of our work. We are committed to developing and maintaining an organisation in which differing ideas, abilities, backgrounds and needs are fostered and valued, and where those with diverse backgrounds and experiences are able to participate and contribute.*