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**VSI Programmes & Marketing Officer (ESC) Role Description 2024-25**

**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 almost 60 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 view [About VSI on our website](https://www.vsi.ie/about/)

**ESC Context:**

This ESC project offers the volunteer opportunities for personal and professional development, to gain skills that can be critical in their professional career and to have an intercultural experience. The volunteer will gain experience through being involved in VSI as both a national and international NGO. The experience will give the volunteer the opportunity to develop skills in nonformal education methodologies and in delivery of international volunteer projects, the opportunity to develop skills in communications and marketing including digital technologies, social media platforms and websites. The volunteer will meet many young people from different backgrounds as well as people of all generations through for example meeting our national and international volunteers, our members and our partner organizations. 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. The volunteer will learn more about and engage with our core values and concepts. This role would suit someone who is interested in working in international relations, development education, international youth work or human rights.

**Role Purpose:**

The focus of this ESC position is to engage volunteers and participants in understanding and learning about our core concepts and ideas through participation in our programmes. This involves supporting volunteers before, during and following volunteer projects; supporting participation in and delivery of VSI’s Global Citizenship Education (GCE) programme; promoting VSI’s volunteering and non-formal educational opportunities through both digital technologies and face-to-face communication. In the area of marketing and communications this involves supporting VSI’s marketing and digital communications including maintaining VSI’s social media and website, attending fairs and events and delivering info sessions and GCE workshops.

**Main Tasks**

Programmes:

-Supporting the preparation, implementation and evaluation of our volunteer programmes to include processing applications, supporting volunteers through all stages of their involvement with VSI (application, preparation, volunteering projects, evaluation, follow-up and continued engagement).

-Supporting volunteer host organisations pre, during and post projects, which may include visiting the projects nationally.

-Supporting the VSI team to deliver our global citizenship education programmes through non-formal educational activities.

-Liaison with VSI’s international branches, partner and host organisations and with national organisations and partners.

-Responding to enquiries regarding VSI’s volunteer programmes (phone, email, social media, in-person).

Marketing & Communications:

-Promotion of VSI’s vision of volunteering for peace and our GCE programmes, supporting the staff team with internal and external visibility of VSI’s work and values:

* Maintain and curate content for VSI’s social media and website promoting VSI’s work, volunteer projects, GCE activities and other opportunities
* Support production of regular VSI newsletters and mailings
* Attend volunteer fairs and events
* Deliver info sessions and workshops to raise awareness on VSI’s activities and opportunities.

-Provide support to maintain VSI’s relationships and communication with members, volunteers, partners, host organisations and other contacts including supporting regular social and networking

activities, in-person and online with VSI volunteers and members.

-Develop and maintain VSI’s photo library/archive.

- In collaboration with the VSI team, develop and maintain a VSI blog and develop new virtual and collaborative platforms (e.g. Padlet, Jamboard).

-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 Tasks** (in cooperation with the staff and volunteer team):

-Assisting with other VSI activities e.g. helping to organize the Annual General Meeting, maintenance of records and files, maintaining VSI’s CRM.

-Assisting in office related duties with other staff members as appropriate

-Attending staff and other meetings as appropriate.

**Additional Info:**

This role is an in-country European Solidarity Corps (ESC) project and ESC rules apply, [more info on the ESC programme here](https://www.vsi.ie/volunteer/programmes/longtermvolunte/)

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 Programmes Officer ESC reports to VSI’s Programmes Coordinator with whom they will work closely and meet regularly. The ESC volunteer will write regular reports as agreed with the VSI CEO.

Hours and Leave:

35 hours per week.

Office hours are from 9.00am – 5.00pm. Some of our activities take place in the evenings and at weekends, time in lieu will be allocated to the volunteer to cover this.

Annual leave for ESC programme volunteers is 24 days annually plus national Irish holidays.

Location:

The VSI Office is located in the [Carmichael Centre for Nonprofits](https://www.carmichaelireland.ie/), near Smithfield Square, Dublin 7. The VSI team currently work/volunteer hybrid, with some days in the office and others working remotely. 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. The ESC volunteer will also attend events and activities nationally.