



# Event promotion volunteer

## Role description

Every year 90,000 people run, swim, hike and cycle to raise funds for the British Heart Foundation's (BHF) vital work. That's over £9 million raised every year to help beat heart disease—and this wouldn't be possible without the help of our volunteers.

By recruiting people to take part event promotion volunteers play a vital role in an event's success, whether it's by handing out leaflets at a train station, talking to colleagues about events or visiting local gyms.

And once you're in as an event promotion volunteer it's easy to get hooked. For some people, it's getting out and about in the community and meeting new people. For others, it's developing new skills and experience in events marketing and promotion. But most of all our volunteers are passionate about making a difference in the fight against heart disease.

If you're interested in finding out about opportunities near you, read on to find out more and apply.

## What will I be doing?

You may be asked to:

- help identify local promotional opportunities such as within shops, gyms and clubs
- act as an ambassador by promoting the event among your friends, family and colleagues
- distribute event materials such as posters and leaflets in your local area
- help the marketing team to coordinate and deliver marketing activity.

## What skills, experience and attributes do I need?

Along with having great communication and interpersonal skills, we ask that you are:

- flexible and pro-active
- able to take the initiative and think creatively
- enthusiastic about the BHF and our events
- willing to work as part of a team.

If you have specific skills and experience that you think might be useful—such as in photography, events marketing, or PR—please let us know when you apply.

## Who will I be volunteering with?

You'll be volunteering as part of the team making events happen, working with other volunteers and BHF staff helping to promote events that raise vital money to help in the fight against heart disease.

## How much time will I be expected to give?

We'll value any amount of time you can give, whether it's a couple of hours once a month, or a day a week in the lead up to an event.

## What can I expect from the BHF?

In return for your valuable help we aim to ensure that volunteering for the BHF is a fulfilling and worthwhile experience. You'll have support from staff, with the opportunity to gain and develop skills and meet other volunteers. We'll reimburse agreed out-of-pocket expenses—such as bus fares—in accordance with our expenses policy.

## I'm interested, what's my next step?

If you'd like to find out more about becoming an event volunteer and helping to fight heart disease register your interest online today at [bhf.org.uk/eventvolunteer](http://bhf.org.uk/eventvolunteer) and we'll be in touch.

[I'm interested. Tell me more!](#)

