

Volunteer Campaigner

Role Description

British **Dyslex!a**
Association

Volunteer Campaigner Role Description

Reports to: Marketing and Communications Manager

Purpose of Role: To campaign on behalf of the British Dyslexia Association in order to raise awareness of dyslexia and dyscalculia and ultimately help to achieve our goals as a charity.

Hours of work: Flexible

We are looking for volunteers who are passionate about standing up for the rights of dyslexic people and giving them a chance to have their voices heard. We want to build a network of volunteers who we can mobilise to take action, raise key issues, inspire others to our cause and make real lasting change.

We will ask you to become part of our campaigns network and agree for us to keep you up to date with our latest campaigning news. We will also share relevant information, resources and some great top tips for campaigning to inspire you.

Desirable Knowledge, Skills and Experience:

- A genuine passion to improve support for people with dyslexia and dyscalculia and to increase awareness of the issues this community faces.
- Excellent written and verbal communication skills when involved with writing articles / features for newspapers, magazines, newsletters, online publications and blogs etc with reference to the British Dyslexia Association.
- Confidence to talk about dyslexia / dyscalculia and the importance of everyone affected getting the support they need (particularly for events-based campaigning).
- Able to work independently whilst being mindful of the activities of other campaign volunteers.
- Confidence in building rapport with other campaigners.
- Ability to represent the British Dyslexia Association and act in an appropriate manner at all times.

- Ability to explain complex information simply and to adapt the message according to the audience.
- To be comfortable and proficient with the use of IT and various social media platforms (for digital methods of campaigning).

Please note: we see this role as being very flexible and you would not be expected to undertake all of the below responsibilities.

Principal Responsibilities:

- To help to deliver and promote our campaigns and key messages to supporters and the general public.
- To ensure the voice of dyslexic people is heard by helping to build a movement to work towards a society that supports and values dyslexic minds.
- To raise awareness of the issues of dyslexia and dyscalculia and to boost the profile of the British Dyslexia Association.
- To inspire others to take action, to form alliances and join forces to bring about change.
- To encourage people to engage with the British Dyslexia Association including signing up to our mailing list or becoming individual members, and to promote other areas of our charity's work.
- To organise events to raise awareness and build support.

Guidance and support from the British Dyslexia Association:

You will be supported in this role by a named point of contact in the British Dyslexia Association. They will be on-hand for any questions or issues you might have. As this role requires volunteers to work independently, it would be ideally suited to people who are able to work on their own initiative and are relatively self-sufficient.