



Volunteer Role Description

Volunteer Role: Media Volunteer

Location: National

Time Commitment: Flexible

Age requirements: For this role we would like to hear from people over the age of 65

About Independent Age

Independent Age is a national charity founded over 150 years ago with a clear mission to ensure that as we grow older, we all have the opportunity to live well with dignity, choice and purpose.

We achieve this by providing free impartial information and advice on the issues that matter most as we grow older, and work within communities to connect people, places and services to reduce isolation and loneliness. We also act as a catalyst for positive policy change by challenging the underlying causes of discrimination and inequality.

At Independent Age we live by our values. We are;

Purpose-driven - *the experience, needs and views of older people are central to everything we do*

Compassionate - *we listen, care and take action*

Expert - *our work is evidence-based and solution-focused*

Collaborative - *we work in partnership to maximise our impact*

Accountable - *we work with integrity and transparency*

Inclusive - *we value diversity and always treat everyone fairly with dignity and respect*

About the role

Every day we hear from older people and their families about the challenges they are facing. Whether that is the rising costs of heating and food or accessing appropriate support. Our Media Team help to ensure that these stories and experiences are heard by as many people as possible by working with national and local media and securing interviews and coverage of these stories and experiences. The Media Team also makes sure that our

campaigns gain as much coverage as possible to help us to drive change and secure a fair deal for older people.

In this role you will play a vital role in raising the profile of the experiences of older people in the UK by speaking to and appearing on/in the television, radio and press. We receive many requests from the media asking to interview/speak to an older person about issues that affect older people, and so you would be part of a group of volunteers that would help to support us by speaking to the media about different issues affecting older people.

This is flexible volunteering role with no set time commitment. The requests we get from media and press outlets can happen at any time and so this role would suit someone who wants a flexible volunteering role.

Full training will be given. No previous media experience is necessary. We would always check with you before giving your details out to a journalist and you will always have the final say over how your name and story is used. The media team at Independent Age will be on hand throughout to help you as little or as much as you like.

This role involves

- Speaking to media/press about issues affecting older people
- Sharing your personal experience (where appropriate)
- Having photos taken, or providing your own images to the media
- Getting involved in filming/photography to be used by the charity e.g. video content for social media or the website
- Taking part in interviews over the phone, over Zoom or in person according to the media request (travel expenses will be paid)

Benefits to you

- Meeting new people
- Making a difference
- Developing new skills and experience
- Helping others
- Being part of something

We will do everything we can to help you get the most out of your volunteering and to make sure that your time as an Independent Age volunteer is enjoyable. Please let us know if there is something in particular that you would like to get out of your volunteering and we will do all that we can to support this.

Key Skills required:

- Good communications skills
- Happy to work as part of a team either in person or remotely
- Basic IT skills

Training

- Training and development opportunities will be provided by Independent Age
- All volunteers are required to complete essential training to ensure that they are confident and supported in their role.
- We want all volunteers to feel happy and confident in their role and so if there is any additional training that would be useful to you in your role then please let us know.