



**PATIENTSCANN**  
EMPOWERING LIVES ONE LEAF AT A TIME

# Volunteer Digital and Marketing Assistant Role Description

Volunteer Role Title	Volunteer Digital and Marketing Assistant
Department	Marketing and PR
Location	Home / UK-wide

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*If you require this information in an alternative format or language, or if you require any assistance in relation to the content of this role description, please contact Human Resources – [Volunteer@PatientsCann.org.uk](mailto:Volunteer@PatientsCann.org.uk)*

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## Role Description

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## About the role

PatientsCann UK is an organisation dedicated to advancing the medical cannabis industry through patient-centred education and engagement, offering a range of services, including consulting, research, and advocacy, to support both patients and industry professionals. The success of our mission depends on the support of dedicated volunteers like you.

The Volunteer Digital and Marketing Assistant plays an essential role in raising awareness of medical cannabis and increasing engagement with our organisation through our digital platforms.

In this role you will work closely with the management team to create and implement a wide range of marketing activities including social media management, website management and content creation. The role is home based, however we seek volunteers from across the UK to support at events.

This role description is flexible to encourage a wide range of skills and experiences to contribute to this role.

The success of PatientsCann UK hinges on the support of volunteers like you. You will be passionate about empowering patients, spreading awareness, and making a positive impact on the medical cannabis community. Volunteers will play a crucial role in helping us reach a broader audience and ensure the smooth running of the organisation.

## Main Duties

- Support the running of PatientsCann UK's social media platforms
- Create written and visual content and media
- Support the creation of digital marketing campaigns
- Update and support the maintenance of the PatientsCann UK website
- Report on Social Media campaign and platform effectiveness
- Support content creation and marketing at events

## Skills Required

- Great Communication and Interpersonal Skills
- Strong IT skills including Office, Adobe and other Media software
- Experience with a wide range of social media platforms
- Commitment to Equality, Diversity and Inclusion

## Your Commitments

- Comply with all policies, procedures, and guidelines provided by PatientsCann UK.
- Go to any briefings and training that we think will help you in your role.
- Act responsibly and within the law.
- Maintain confidentiality with respect to the organisation's sensitive information and in line with GDPR.
- Let your volunteer manager know if you are having any problems or if you have any complaints, concerns or feedback.
- Meet agreed time commitments and give reasonable notice when you're not available so that arrangements can be made.

## PatientsCann UK's Commitments

- Introduce you to how our organisation works and your role within it.
- Give information about PatientsCann UK's work, policies and procedures.
- Offer training and support for your role.
- Reimburse agreed expenses.
- Strive to resolve any concerns fairly and reasonably
- Respect and listen to your feedback, and keep you informed of any changes.
- Ensure your health, safety and welfare.
- Apply our Equal Opportunities policy.
- Encourage a positive and supportive volunteering experience.