

Marketing Volunteer(s)

Organisation: Stonehaven Open Air Pool

Location: Stonehaven (a mix of onsite and remote)

Commitment: Voluntary (flexible hours)

About the Role

Stonehaven Open Air Pool is seeking creative and enthusiastic Marketing Volunteers to support the promotion of one of Aberdeenshire's most loved attractions. This is a fantastic opportunity for someone looking to gain hands-on experience in marketing, content creation and digital communications while contributing to a vibrant local organisation.

Key Responsibilities

- Create and manage engaging content for the website, including blogs and updates
- Support the setup, development, and ongoing management of Instagram and TikTok channels (along with the existing Facebook channel)
- Plan, create, and schedule social media content across platforms
- Attend events to capture photos and videos for social media content
- Identify and collaborate with local influencers and content creators to increase reach and engagement across social media channels
- Help design printed marketing materials such as leaflets, posters and other promotional collateral
- Ensure consistent branding and messaging across all channels (online and offline)

Additional Responsibilities

- Join the Friends of the Pool committee - *optional*
- Attend monthly committee meetings (last Monday of the month 5-7pm) - *optional*
- Contribute ideas and insights to support marketing and visitor number growth

Skills & Experience (Desirable)

- Interest in marketing, communications or digital media
- Strong written communication skills
- Familiarity with social media platforms (Instagram, TikTok, Facebook)
- Basic design skills (e.g. Canva or similar tools)
- Proactive, creative and organised approach
- Ability to work both independently and collaboratively

What You'll Gain

- Practical experience across multiple areas of marketing
- Opportunity to build a portfolio of real-world work
- Experience working with a community organisation and committee
- Networking opportunities and personal/professional development

How to Apply

Please send a short expression of interest outlining your experience and motivation to Nikki Morris-Laing via email nikki@thisisnimola.com by Wednesday 15th April.