

European Solidarity Corps (ESC) with SEEDS Iceland

Role: PR & Communications Volunteer

Based in the SEEDS office in Reykjavík, the PR & Communications Volunteer assists the Project Manager in facilitating communication links between staff and other volunteers (short and long-term) as well as local and partner organisations from other countries. The role involves, but not limited to, carrying out general admin duties and more specific marketing and publicity tasks to promote current and future volunteering projects. In addition, they also take part in local social and cultural projects that raise awareness for intercultural cooperation and understanding as well as environmental awareness activities.

The role and responsibilities of the PR & Communications Volunteer are specific to working at SEEDS' office base in Reykjavík. However, certain responsibilities such as being a SEEDS ambassador, representing the organisation and helping short-term volunteers applies to all long-term volunteer roles. The following list gives an idea of what the main duties are for the PR & Communications Volunteer:

- Supporting SEEDS' marketing and publicity activity through updating social media channels with news from workcamps and other activities on a timely basis and help maintain a consistent tone of voice
- Writing press releases and updating SEEDS e-magazine SEEDLING in coordination with the Project Manager
- Updating the website with relevant project information and working with the Photography Camp Leader's help to organise and keep accurate records of all camp photography
- Supporting the Project Manager with the development of podcasts for SEEDS' radio project
- General administration duties including monitoring and responding to emails, updating the mailing list, minute taking, bookkeeping, preparing participation certificates, updating and archiving office records
- Assisting in gathering travel information of camp volunteers prior to their arrival in Iceland
- Keeping accurate records of camp statistics for future publicity purposes
- Helping with maintenance and cleaning of SEEDS' accommodation and office premises

The ESC experience for the PR & Communications Volunteer is chronologically divided into the following stages:

1. **Volunteers' arrival.** SEEDS will organise on-arrival project specific orientation training. During this time volunteers will be given enough tools and theoretical knowledge, combined with practical tasks, to prepare them for their stay and the activities.
2. **Work in the office** takes place when our projects are running and implemented. This also includes cultural or social solidarity activities with local partners. During this time ESC volunteers will be under personal supervision of the organisation and the volunteers will have regular contact and meetings with SEEDS' staff.
3. **At the end of the project** an evaluation will be undertaken. The feedback and input will be used to plan the next year and to improve the quality of the voluntary service.

Special remarks

Each volunteer works a maximum of 38 hours a week. When leading a project, the volunteer might work during the weekend and receive days off during the usual working week, depending on the dates of the project and weather conditions. Volunteers are entitled to two days holiday per month during their work with SEEDS.

Depending on the time available, the volunteer is expected to participate in some of the following activities: review the learning plan and work on personal goals; participate in SEEDS activities (trash clean-up, tree planting or other); develop an individual project and/or other random assignments.

General information specific to all volunteers

The following Information is applicable to all volunteers and outlines details relevant to the overall experience rather than specific to a project or workcamp:

- Food is provided for everyone and the shopping is completed according to SEEDS' standard shopping list, ensuring that every volunteer has a balanced diet.
- Volunteers stay in a shared flat (max. four people per room) in Reykjavík.
- Volunteers are **not allowed** to host guests, friends or relatives in workcamps or at SEEDS' houses as they are for the use of SEEDS' current volunteers, interns, trainees and staff only.
- Volunteers will be supported by SEEDS' Project Manager, as well as a local mentor.
- The main language used throughout the project is English. Basic introduction to the Icelandic language will be offered to the volunteers at the beginning of their stay, this is optional.
- Smoking is not allowed in any SEEDS' accommodation. Alcohol should be consumed in moderation, during free time only, and with consideration to others. The use of any kind of illegal drugs is strictly forbidden.
- SEEDS does not accept any kind of discrimination in our workcamps and such cases will be strictly dealt with.