



# Volunteer Role Description

## Researcher / Writer - Websites

### **GMFA's vision and mission statement:**

**Vision** – GMFA wants a gay community where individuals are able to make informed choices about their health, and a society that embraces equality and respects the right of people to make informed choices.

**Mission** – Improving gay men's health by increasing the control they have over their own lives.

### **Role**

To work with Project Managers and other volunteers to research and write content for GMFA's websites.

### **Specific responsibilities**

To have a clear understanding of the aims of the websites; to write with those aims in mind; to write in the appropriate style and voice for the particular website the content is for.

To keep to the brief given to you by the Project Manager.

To submit copy on time, of the correct length, and in the appropriate format.

### **Experience and Requirements**

Website writers must be able to write to a high standard and in keeping with the prescribed style. Volunteers are required to submit a writing sample to demonstrate their ability to meet the brief.

Volunteers must be able to work productively with the website Project Manager and other volunteers.

Specific copywriting experience is preferable, but not required. Knowledge of health promotion is useful, though not essential.

### **Commitment required**

Once a volunteer has committed to an assignment, he/she will be expected to complete it within the guidelines and by deadline or give notice at least 72 hours before if he/she cannot.

### **Authority**

Volunteers have the authority to explore and research articles as appropriate to the brief and within the boundaries of good journalistic practice. The Project Manager has control over editing and inclusion of submitted pieces.

### **Benefits**

Writing for GMFA's websites can help develop a range of health promotion and media skills and increase knowledge.

### **Potential Frustrations**

An individual's ideas and copy may not be used.

Copy may be returned for re-writes or substantially edited.

Even if you are a technically competent writer, if you cannot adapt your style to GMFA's websites, your work will not be used and/or you won't receive writing assignments.

### **Potential Satisfactions**

GMFA's websites receive high numbers of visitors (around 60,000 visitors a month). Providing content for GMFA's websites you will feel that you are making a difference in improving the health and lives of gay men in London.