



## PONT Volunteering

**PONT is a small charity in Wales making a big difference in Mbale, Uganda. We work through direct community to community partnerships and long-term personal relationships. Our work covers a wide range of Health, Education, Livelihoods and Environmental projects, all about empowering people in Mbale to reduce the impact of poverty in their communities.**

We've trained over 1,200 health workers in rural villages.  
They save lives daily.

Our motorbike ambulances make over 4,000 journeys a year, getting injured people, sick kids and mums in labour down poor roads to health centres or the hospital.

Our goat project has helped over 2,000 of the most vulnerable families caring for orphans earn enough to provide shelter and nutrition and send them to school.

Our engineers have helped provide clean water to over 8,000 people, brought electricity to 5 schools and set up a workshop that trains local people and makes equipment for PONT's health work.

Our university, councils, hospitals, engineers, churches and over 100 schools in RCT and Mbale are building friendships and sharing resources.

Could you use your time and skills to help us reach more people in Uganda?



- PONT is run by volunteers from RCT including doctors, paramedics, engineers, teachers, church members, students and retired people
- In the past 10 years, over 1000 people from RCT and the surrounding region have visited Mbale, a mostly rural area in eastern Uganda on the border with Kenya
- PONT has 10 committees who co-ordinate projects and links between Wales and Uganda: Ambulances, Churches, Community Health, Education and school links, Engineering, Environment, Hospital, Livelihoods, University and Wildlife Education Centre
- Some fundraising and communications is done centrally, some by individual committees.
- Find out more at [www.pont-mbale.org.uk](http://www.pont-mbale.org.uk)
- Follow PONT at [www.facebook.com/PONTMbale](https://www.facebook.com/PONTMbale)

# Role: Social media & website Volunteer

## Background – We need you because....

PONT is keen to reach a wider audience to gain more supporters, and to do more to keep current supporters informed about our work. We want to produce appropriate and inspiring digital content to help us do this. We want our online identity to reflect who we are as a charity – with a professionalism that reflects our achievements and ambitions but without losing our volunteering ethos and values of friendship and partnership.

If you're good with words or editing videos you could help us create online content that will reach more people and encourage them to take action.

## Role description – Tasks could include.....

1. Through reading and talking to existing PONT volunteers, gain a basic understanding of PONT and the projects we support in Mbale, Uganda
2. Help source potential content:
  - Read through stories and reports from our Ugandan partners and identify points of interest
  - Interview volunteers who have returned from Uganda
  - Transcribe video/audio interviews from Uganda
  - Attend local events in South Wales, potentially visit local schools
3. Draft written content for
  - Web stories (for examples see <https://pont-mbale.org.uk/stories/>)
  - Facebook posts (see [www.facebook.com/PONTMbale](http://www.facebook.com/PONTMbale) especially July 2019 for examples)
  - Email newsletters
4. Check and proof-read your own and other people's writing
5. Help choose appropriate photos
6. Depending on skills, shoot and/or edit video footage
7. Upload content to Facebook, website (WordPress) and email platform (Mailchimp)  
Training given

You may be part of a team of other social media & website volunteers who share tasks. You'll work closely with PONT's Fundraising and Communications Co-ordinator, with the chance to use your initiative more as you gain confidence and experience, and the potential to develop your own ideas and contribute to a PONT social media strategy (we have chosen to focus on Facebook at present but with more time resource could expand to Instagram, Twitter and LinkedIn).

Depending on your interests there are also opportunities to get involved in other kinds of fundraising and communications work such as helping with events or writing trust applications.

## **Skills, experience and requirements – To do this role you need.....**

- Meticulous attention to detail
- Good understanding of social media, especially as used by charities
- Appreciation of how to appeal to different target audiences
- Excellent written skills and/or basic video editing skills
- Able to identify an interesting 'story' from factual information
- Basic internet research skills, good at identifying relevant details
- Time to dedicate to allocated tasks and commitment to meeting deadlines
- Ability and willingness to understand the needs of the charity
- Ability to work well with other volunteers and PONT committee members
- Interest in development or the charity sector

## **Benefits of volunteering – You could gain.....**

- Experience and understanding of planning and producing online content
- Demonstrable experience of using written skills / editing skills
- Experience of understanding audiences
- Feedback from experienced fundraiser
- Deeper understanding of charity communications and the charity sector
- Experience of working with others
- Opportunity to see your skills making a difference

## **Time commitment and location – The practical details....**

The time commitment for this role is fairly flexible. We would ask you to commit to deadlines, but you can choose how much or how little work you take on.

Following induction meetings most work can be done in your own time and shared by email, with meetings when we need them to review or discuss ideas. Pontypridd, Treforest or Cardiff are easy places for the Fundraising Coordinator to meet with you.

Alternatively there is the option to work alongside the Fundraising Co-ordinator in a shared office once a week.

There will be plenty of opportunities to come to PONT events and meetings in the Pontypridd area if you are interested, but this is entirely optional and not required for the role!

This is an unpaid position. PONT may be able to re-imburse travel expenses to meetings.

## **For more information contact.....**

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