

Volunteer Role Profile



Volunteer Role

Creator Research and Outreach Volunteer

Volunteer Manager

Virtual Events Officer

Where you will be based

Community

Why we want you

Sick, injured and homeless pets have relied on Blue Cross for help since 1897. Each year, thousands of dogs, cats, small pets, and horses turn to the Charity's animal hospitals, clinics and rehoming services for treatment and support.

Our gaming and streaming events are a new and innovative way of raising funds that are vital to the running of these services.

Finding the right creators to work with and building relationships with them and their communities takes lots of time and our Virtual Events Officer can't do it all alone. By joining our team, you'll help to support them in the research and outreach and be a key part in growing our community so that thousands can be raised for pets in need.

What you will be doing

- Searching Twitter and Twitch for UK based streamers who either own or love pets
- Watching streams and content on Twitch, TikTok and YouTube to engage with the creator and their community
- Chatting about our events and the charity when appropriate
- Keeping a log of contacts and passing them to the Virtual Events Officer
- Helping to engage our existing community and answer questions about upcoming events
- Looking out for pet related content from developers, publishers and other companies in the gaming and streaming space that we can engage with
- Sharing posts from our Stream Team Twitter to boost our reach
- Using sites like Canva to create materials and posts for social media to drive engagement
- Encouraging users to join our Discord server and interacting with the community there

The skills you need

- Strong knowledge of streaming and gaming culture
- Ability to jump into any conversation and build strong relationships
- An understanding of Twitch, Twitter, Reddit and Discord
- Comfortable using social media and posting regularly to grow a presence and start conversations



- Good organisation skills to keep track of new contacts
- Willingness to learn and follow Blue Cross procedures

What's in it for you

- You'll gain a variety of experience for your CV
- You'll meet new people by getting involved with the Blue Cross online community
- We'll provide you with all the training you need
- You'll see first hand the difference that can be made to thousands of pets and people as those you help us get involved in events go on to fundraise for the cause