

Advertising Coordinator Volunteer role description

Advertising and sponsorship raise essential funds for NCT and help ensure that your branch publications and services to parents can happen. By raising money for the NCT you are helping your branch to parents locally, and helping the charity as a whole to support over a million parents every year.

The Advertising Coordinator:

- Networks to build relationships with advertisers who have an affinity with NCT
- Confidently manages long term relationships with advertisers which deliver mutual benefit to both organisations.
- Is able to sell the benefits of the NCT brand whilst adhering to SCRAP

Key tasks

- Liaise with the full branch team: newsletter editor, webmaster and fundraising co-ordinator, to ensure that sponsorship and advertising opportunities are exploited
- Inspire local companies and organisations to advertise in and sponsor branch publications, events and services
- Work with newsletter editor, activity organisers etc. to ensure that advertising and sponsorship are appropriate and do not impinge on the primary charitable purpose of the branch
- Ensure that invoices raised and monies received are banked promptly and accounted for through the branch treasurer
- Liaise with other NCT branches to ensure that advertising rates are competitive (your regional team may be able to help you with this)
- Contact NCT UK Office prior to approaching any companies with a UK-wide or significant regional presence to avoid duplication (commercial@nct.org.uk)

Key skills & attributes

- Pro-active and entrepreneurial
- Confident communication skills will be needed
- Some confidence in working with numbers would be helpful
- Comfortable devising and presenting creative solutions to meet advertisers needs
- Negotiation would be a plus

Knowledge

The Advertising Coordinator should be willing to understand and follow relevant NCT policies and charity law (specifically NCT ethics policy available here: <http://update.nct.org.uk/fr/#commercial> and rules relating to VAT and trading)

Support for Advertising Co-ordinators

- You can find a full list of fundraising resources, from guides to egroups, here: <http://update.nct.org.uk/fr/#commercial>.
- Feel free to call your local Fundraising Supporter or Regional Coordinator
- You can also talk to staff at UK Office Fundraising Department. Contact fundraising@nct.org.uk or 020 8752 2427.
- Attend training sessions offered at regional days and annual conference.