

Role Description: Social Media Volunteer



Responsible to: Founder

Time commitment: To run an effective service, we generally need the Social Media Volunteers to volunteer a minimum of 1 day per week. We operate flexible working.

Role description:

We are looking for a driven Social Media Volunteer to attract and interact with targeted virtual communities. Volunteers should have a solid understanding of how each social media channel works and how to optimize content so that it is engaging on those channels. You are responsible for joining relevant conversations on behalf of the brand and “soft selling” our services by providing support to current and prospective clients.

Responsibilities include:

- Executing the social media strategy through competitive and audience research, platform determination, benchmarking, messaging and audience identification
- Working with the team to generate, edit, publish and share daily content (original text, images, video) that builds meaningful connections and encourages community members to take action
- Update editorial calendars
- Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information

The benefits to you

- Opportunity to develop communications & engagement skills
- The satisfaction of knowing you will be making a difference to real people's lives
- Reimbursement of out-of-pocket expenses
- Resources, training in safeguarding prevention, mental health, and ongoing support

Skills you need for this role

- Proven experience in social media marketing or as a digital media specialist
- Experience and knowledge of Facebook, Twitter and Instagram and best practices
- Excellent IT literacy, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Knowledge of online marketing and good understanding of major marketing channels
- A warm, friendly and engaging manner
- Ability to work on own initiative
- Willingness to learn about mental health and InspireUK's vision and mission

Please see CV and cover letter to: info@inspireuk.co

Role Description: Social Media Volunteer



- Understanding of and commitment to equality and diversity

Equal opportunities

All InspireUK – The Charity staff and volunteers are expected to understand our equal opportunities policy. This means actively opposing all forms of discrimination and ensuring that the service is equally available to all people.

Confidentiality

Everything that you see and hear in the organisation is private. All staff and volunteers must sign an agreement to observe a strict rule of confidentiality before they start.