

Volunteer Role Description

Social Media and Digital Marketing Volunteer

Suggestive Hours per week: 2

Location: Office and on location

Reporting to: Administrator

Number of Roles: 1

Role Purpose:

The role of The Marketing and Social Media volunteer will be to assist the Network in promoting the Charity and all of the Charities events on our social medias. The role will be to support the Administrator in posting on all social media platforms and coming up with ideas and to gain more of a following.

Main Duties

- Develop and produce social media material for Facebook, Twitter, LinkedIn, and Instagram
- To post at least 2 times a day to gather more engagement
- Encouraging others to comment/like and share our posts with others
- Increasing the numbers of people following our social media platforms
- Develop digital marketing and images to promote the charity
- Promoting our Toolbox Project via social media
- Identify gaps and create specified content for our social media channels.

Specification

- Must be confident and assertive
- Subject to enhanced DBS disclosure and two references
- Good organisation skills and ability to be self-led and motivated
- Be able to come up with ideas on how to promote
- Be able to come into the office once a week
- Demonstrate knowledge of the organisation, its mission and aims to help promote correctly
- Have skills, or willingness to develop skills, around digital marketing and social media
- Able and willing to respect confidentiality online in accordance with our policies & procedures
- Experience within social media and digital marketing is preferred but not necessary

Training and Self Development Opportunities

- 1 day Induction Training covering Mental Health Service Provision, Awareness and Policies & Procedures
- Mental Health Awareness and other training provided by Staffordshire County Council
- Third Sector Training provided by CVS and other providers, including IT training and presentation skill
- Increase in awareness & knowledge of Mental Health Services and third sector organisations
- Exposure to materials relating to sound and useful relationship building practice
- Experience and skills to add to CV
- Google Digital marketing training (if doesn't already have experience within marketing)
- Any other low cost training.

