



## Social Media and Communications Volunteer

**Title:** Social Media and Communications Volunteer

**Responsible to:** Development Manager

**Main Purpose of role:** Create engaging social media content to improve our social media presence and keep all social outlets up to date in line with our communications strategy

**Minimum time commitment:** Minimum of 1 full working day per week required; for a minimum of 6 months.

**Location:** Hillingdon Women's Centre and home based depending on business needs

**Hours:** 9am-5pm

### The Role:

We are looking for a social media and communications volunteer to raise the profile of our charity online! You will be responsible for planning, designing and posting creative content for our social media outlets which are in line with our values and communications strategy. We need volunteers who are passionate about ending gender based violence and are keen to be involved in supporting a small charity.

### Key Responsibilities:

1. Expand our reach online and grow our follower base by creating social media assets using tools such as Canva to promote our services & fundraising appeals
2. Plan, design and schedule daily posts using a social media calendar to ensure that we are regularly posting and engaging with our users effectively
3. Share engaging blog posts, news articles and campaigns relating to the women's sector
4. Monitor activity and user interactions for all social media outlets and on our website, responding to DM's and messages in a timely manner
5. Coordinate with the team to ensure that all activities within the Centre are being promoted
6. Prepare material to promote events and other campaigns (leaflets, etc.) including writing the HWC bi-monthly newsletter
7. Keep in regular contact with the Development Manager and Centre Manager
8. Represents the Women's Centre in an appropriate manner by adhering to all equality and diversity guidelines and uses inclusive language in any public communications
9. Complies with all policies and procedures and work within all GDPR guidelines

## **Volunteer Profile:**

### Essential:

1. Good working knowledge of key social media outlets (Facebook, Twitter, Instagram, LinkedIn, Linktree, MailChimp, Eventbrite)
2. Creative and able to design clear and engaging digital content
3. Excellent writing, research and communication skills
4. Proactive and demonstrates initiative especially when working from home
5. Ability to meet deadlines and organise your time effectively
6. Works well independently and as part of a team
7. Access to a computer, tablet or phone with internet access
8. Willing to read and keep updated about the women's sector and be committed to the values our charity embodies

### Desirable:

1. Previous experience using Canva (or other tools) to create social media assets, or the ability to learn how to do this
2. Experience in web development using WordPress