

## Role Description: Social Media Volunteer



**Responsible to:** Community Engagement Officer

**Time commitment:** We are open to flexible working. Weekend posting initially.

### 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” the product by providing support to current and prospective customers or users.

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
- Moderate all user-generated content in line with the policy & procedures
- 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 suicide prevention & mental health, and ongoing support

### Skills you need for this role

- Proven experience in social media marketing or as a digital media specialist
- 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 Real Talk and Grassroots

**Please see CV and cover letter to: [office@prevent-suicide.org.uk](mailto:office@prevent-suicide.org.uk)**

## **Role Description: Social Media Volunteer**



- Understanding of and commitment to equality and diversity