

Role description for Social Media Volunteer

REPORTS TO:	Tim Sheehan, Communications and Events Officer
PURPOSE:	Supporting the Communications Team's social media function, taking responsibility for managing the Facebook, Instagram and Twitter accounts
HOURS:	Varies depending on volunteer availability and nature of individual tasks
BASED AT:	Remote working with meetings via online video conferencing

DUTIES CAN INCLUDE:

- Writing posts and tweets for Facebook, Instagram, Twitter and other social networks
- Scheduling posts via social media scheduling tools
- Creating designs to illustrate posts and tweets
- Monitoring social media for likes, comments, notifications etc and responding appropriately
- Devising campaigns for expanding likes, followers and reach
- Keeping up-to-date with trends in social media tools, channels and design
- Creating evaluation reports on RB Mind's social media performance
- Communicating with RB Mind staff on social media issues
- Assisting with other social media projects that arise

SKILLS / ATTRIBUTES & ABILITIES REQUIRED:

- Interest in social media, ideally with some experience or training in this area
- Good written English, including excellent attention to detail and the ability to write in a clear and concise way
- Good IT skills: confidence with MS Word, email and using the Internet (Adobe InDesign, Photoshop and Illustrator are desirable, although not essential)
- Proficiency in the use of Facebook, Instagram, Twitter and YouTube
- Reliability
- Ability to work independently
- Ability to keep information confidential and respect the sensitive nature of material received and dealt with by the organisation
- Enhanced DBS check (RB Mind administers this and covers the financial cost)

WHAT WE OFFER:

- The opportunity to learn more about the voluntary sector and to gain valuable skills and experience
- Travel, homeworking and lunch expenses (in line with our Volunteers' Expenses Policy)
- The opportunity to attend training courses
- Support and supervision
- References (after completion of 3 months volunteering with us)

If you are interested in applying for this volunteer role, please contact our Volunteering Services Manager at volunteering@rbmind.org Thank you.