**Role Description Social Media Volunteer**

**Volunteer Position Title: Team:** Social Media Volunteer **Location:** Craigshill, Livingston

**Classification:** Voluntary

**Hours:** 10 Hours per week

**Role** - a Social Media volunteer to promote, develop and maintain Craigsfarm’s online presence in order to maximise our impact and to promote ourselves as widely as possible to the local community.

**Key Tasks**

* Help create and maintain a social media plan
* Use social media to promote the activities and achievements of Craigsfarm
* Keeping our social media channels updated on a frequent basis
* Encouraging others to comment on our posts and share them with others
* Ensure that communication reaches a wide range of local stakeholders and diverse audience
* Develop and manage content for our website and social media, such as Twitter,
* LinkedIn, Facebook & YouTube
* Select relevant channels to reach our diverse audiences
* Track the effectiveness of our social media work and recommend ways forward.
* Test content and review its impact.
* Keeping up to date with Craigsfarm events and news, and choosing what to promote through our social media feeds

**Relevant Skills, Competencies and Experience**

* An understanding of different types of marketing and communications media, including electronic and social media.
* To be able to communicate effectively, be articulate, with strong writing skills and the ability to feedback accurately
* Experience of using Microsoft Office, including Word, Excel and Outlook
* Ability to transform small snippets of information into interesting and engaging stories suitable for Twitter, Facebook etc.
* Good understanding of confidentiality
* The ability to work equally well in a team and unsupervised
* An interest in, knowledge of or willingness to learn about mental health and wellbeing
* Some experience using Canvas

**What support will you be given?**

* A full induction
* Full training on all aspects of the role
* Regular updates from The Community Wellbeing and Resilience Programme management and the Craigsfarm management team (café, Administration, Finance)
* On-going support with an allocated person from Management Team
* Regular volunteer meetings
* Opportunities to become involved in the Wellbeing programme activities.

**What are the benefits of being a Social Media Volunteer?**

* Development of communication skills
* Social media development skills
* Data handling skills
* Use your skills and experience to contribute to the success of Craigsfarm across
* West Lothian
* Experience of working with a charity who works in providing care and support to the community
* Knowledge and understanding of charitable activities are planned, delivered and commissioned
* References to add to your CV
* Be part of a dedicated team motivated by wanting to give back to the community and meet new people
* Increase your confidence and gain new skills
* Understanding of the functions of Craigsfarm.

**Learning opportunities**

* Practical experience managing social media in a non­profit setting.
* Opportunity to contribute to growing the online presence of a pioneering community-based organisation.

**How to apply**Apply by​ **9.00am, Thursday April 25, 2024**

All enquiries and position description please contact: [info@craigsfarm.org.uk](mailto:info@craigsfarm.org.uk)

**Send CV and details of 2 referees**