

**Volunteer Role Description**

**Role**: Volunteer Social Media Assistant

**Hours:** TBC dependant on volunteer

**Location:** Home based

**About the role:**

As a social media volunteer you will work closely with the Fundraising & Communications Manager to create engaging content for The Larders social media presence, including keeping social media channels updated and brand focused, seeking out new social media avenues and ways of connecting with audiences.

**Volunteer Duties:**

* Manages company social media channels, including Facebook, LinkedIn, Twitter, and other relevant platforms
* Engages in social media presence creation on new and emerging social media platforms
* Creates dynamic written, graphic, and video content
* Optimizes content following search engine optimization (SEO) and pay-per-click (PPC)
* Creates content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation
* Assists Fundraising & Communications Manager with large projects, events, and community management
* Works as part of a team to develop large social media campaigns
* Analyses and reports audience information and demographics, and success of existing social media projects
* Proposes new ideas and concepts for social media content
* Works with food and training team members to coordinate ad campaigns with social media strategy
* Writes and distributes e-newsletters to subscribers
* Manages social media communications
* Uses timelines and scheduled content to create a consistent stream of new content for audience interaction while analysing, managing, and altering schedules where necessary to optimize visits

**Skills & Qualifications Required:**

* Marketing or a Social Media Marketing qualification but experience more important.
* Technology skills with experience of content writing, graphic design and campaign execution.
* Experience of SEO and PPC
* Proofreading and detail-oriented

**What’s expected of you:**

* Strong communication skills
* Self-motivated and work well within a team
* Follow the Larder policies and procedures
* Follow all training that you receive (if required for role)
* Keep our client’s data secure and confidential at all times

**What to expect from The Larder:**

* Ongoing support and advice from The Larder team
* Skills to add to your CV and a reference if/when you need it

To apply for this role please email hr@thelarder.org for our volunteer application form.