

JOB DESCRIPTION

JOB TITLE	SOCIAL MEDIA VOLUNTEER	DEPARTMENT	OPERATIONS
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OVERALL PURPOSE

We are looking for a Social Media volunteer who will work closely with the WFRC management team and all project coordinators to create engaging content for WFRC's social media presence, including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with audiences.

You will be able to work on your own initiative and in a manner that is always appropriate to our brand, have excellent communication and writing skills and always have an eye for detail.

RESPONSIBLE TO:	Social Media Coordinator	RESPONSIBLE FOR:	WFRC Stakeholders
DEPUTISES FOR:	Social Media Coordinator	DEPUTISED BY:	Admin Team

OPERATIONAL TASKS

Principal Responsibilities:

Your principal role will be to promote, develop and maintain our online presence in order to maximise our impact and to promote ourselves as widely as possible to the local community.

Main Duties:

- Help create and maintain a social media plan
- Use social media to promote the activities and achievements of WFRC
- 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, Pinterest, 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 WFRC events and news, and choosing what to promote through our social media feeds
- Develop publicity materials and communication techniques to target communities who are under-represented
- Visiting our projects and attending our events with a view to writing articles about them on our blog

→ To manage the filing and archiving of photographs and videos.