



Social Media Volunteer Role Description

Role	Social Media Volunteer
Purpose of role	To work with the Communications Officer to help develop and grow Care for the Carers social media presence and following.
What will you be doing?	<ul style="list-style-type: none"> • Help to create and develop social media campaigns and content • Help to manage our social media pages (Facebook, Instagram, Twitter, LinkedIn) • Help to grow our online presence
What skills, experience, qualities do you need?	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Knowledge and understanding of the social media platforms we use • Ability to create engaging social media content • Ideas and initiative relating to social media • Able to follow direction, organised and able to work independently • A knowledge of social media tools such as Hootsuite is useful but training can be provided • A commitment to the vision and mission of Care for the Carers • A desire to support unpaid carers
What support will you get?	<ul style="list-style-type: none"> • Comprehensive training and induction programme • Opportunities for further learning and development as appropriate • Regular support and guidance from the Volunteer Coordinator • Expenses paid (in line with Care for the Carers policies)

What could you get out of it?	<ul style="list-style-type: none"> • The chance to learn new skills • Meet new, diverse people; be part of a volunteering community • Enjoyment and a sense of achievement – volunteering is good for your well-being • Gain experience for related roles and courses • Know you are making a difference by increasing awareness and reaching more unpaid carers and supporters in your community • Opportunities for further training and expanding knowledge • Opportunities to get involved with other Care for the Carer services and events • A reference for future roles and employment
Other Information	<ul style="list-style-type: none"> • All volunteers are expected to abide by Care for the Carer policies and procedures • All volunteers will be asked to attend an informal interview and provide references • All volunteers must undertake a DBS check (paid for by Care for the Carers) • Day to day management for this role is undertaken by the Communications Officer • The role is line managed by the Volunteer Coordinator • You will need access to your own computer or tablet • At present the post will be home-based, due to Covid-19 restrictions, with support available remotely. In future the post could be based in our offices based in central Eastbourne, depending on circumstances