



Westminster

## Social Media Volunteer – Role Description

***NB. Please read these BEFORE completing the application form***

### **What skills and relevant experience does a Social Media Volunteers need?**

- Experience and knowledge of Facebook, Twitter and Instagram and best practices
- Experience with other social media platforms desirable
- Experience of using social media tools for promotion, brand awareness and impressions
- Ability to use email and social media posting & scheduling tools such as Hootsuite, Buffer and Mailchimp
- Proficient in MS Office applications (including Word, Excel, Publisher and Internet)
- Demonstrable experience of promotion of digital articles, newsletters and running email campaigns
- Experience of using WordPress platform and familiarity with web design and publishing
- Good understand of branding, themes and graphic selection
- Basic knowledge of HTML codes for web and email
- Experience of Social media platform analytics or similar, to analyse effectiveness of campaigns
- Able to research, analyse and explain complex information
- Able to work in collaboration with others as part of a team
- Good organisational and time management skills with the ability to work towards set deadlines

You must be willing to develop a clear understanding of, and commitment to, Citizens Advice policies on Equality and Diversity, incorporating this into all aspects of the work.

### **What do Social Media Volunteers do?**

- **Identify target audiences**

A social media volunteer works in collaboration with the social policy and marketing team. You will identify and find the target audience by looking at certain groups, hashtags, other similar organisations to find the most reliable source of market information and promote and distribute engaging written or image content from the team in the form of e-newsletters, web page, social media messages by using appropriate social media platforms effectively.

- **Regular activity across our Social Media Platforms**

A Social Media Volunteer would ensure that there are regular post and content daily. This requires planning ahead and using tools such as Hootsuite, Buffer etc. to ensure we have an active social media and online presence. Timing of newsletters are crucial that they are distributed at the right moment and would require the use of email marketing tools such as Mailchimp.

- **Increase traffic and followers**

You will increase followers by aligning our brand, aims, principles and content with our target demographic. As a social media volunteer, you will promote organisational content at the right time to show up on users' feeds. You will also be responsible for brand awareness through promotion of our services and events through various social media platforms. Your role entails to drive traffic to our website, services and internally and externally published contents where you will build relationship with other key players in within the industry to get retweets or mentions.

- **Track effectiveness of campaigns**

Social Media Volunteer's track the effectiveness of social media posts and campaigns and analyse from the statistics what could be changed in the future to make future posts and campaigns more effective.

## **What we want from a Social Media Volunteer**

- **Equal opportunities**

All Citizens Advice Westminster staff and volunteers are expected to carry out the CAB's policy of equal opportunities. This means actively opposing all forms of discrimination and ensuring that the service is equally available to all people.

- **Confidentiality**

Everything that you see and hear in the organisation is private. All staff and volunteers must sign an agreement to observe a strict rule of confidentiality before they start in the bureau.

- **A commitment to training**

A willingness to learn and develop is central to being an effective volunteer. The role requires real commitment to training and learning due to rapid technological changes and advancements. All volunteers are periodically assessed as to how they are performing via a set of competences specifically adapted for their role. This helps identify training and development needs.

Things are always changing, and you will need to spend some time reading to keep yourself up to date. All training needs to develop skills and knowledge can be looked at with the Performance and Quality Manager.

- **Bureau team meetings**

As part of your continuing development it is a priority to attend the quarterly bureau staff meetings. They provide a forum for training, case discussion, explanation of policy and practice, and mutual support.

- **Time**

To run an effective service, we generally need the Social Media Volunteers to volunteer in the office a minimum of 1 day per week (Monday – Friday).

**Do I get expenses?**

It is CAB policy that volunteers should get out-of-pocket expenses. You should talk to the Performance & Quality Manager about the arrangements.

**What happens after I have filled in the application form?**

Return the form to the Performance & Quality Manager who will explain how the selection procedure works.

**Note:** To ensure the safety of our clients, the Citizens Advice service requires that all volunteers who have direct access to clients, where any part of the work is primarily targeted at legally defined vulnerable adults or children, have their criminal records checked. However, the Citizens Advice service is committed to the promotion and delivery of equal opportunities to volunteers and so has a policy to ensure ex-offenders are not discriminated against.

**Please keep these notes**