



Social Media Volunteer/Comms volunteer

The Social Media and Comms volunteer will create engaging content for Rootsmove'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 part of the important process of helping us to reach more people, getting our work out there and contributing to our wider fundraising efforts through social media.

You'll be part of a kind, passionate and energetic team and we will ensure this role is meaningful and enjoyable for you!

Responsibilities of the Social Media & Comms Volunteer

What will we ask you to do in this role?

- Manages Rootsmove's social media channels, including Instagram and LinkedIn, and other relevant platforms
- Engages in social media presence creation on new and emerging social media platforms
- Creates dynamic written, graphic, and video content
- Optimises content following search engine optimization (SEO)
- Creates content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation
- Works as part of a team to develop 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

Person Specification – Social Media/Comms Volunteer

What are we looking for in a volunteer (we don't expect you to have all of this and recognise that there are many relevant skills that we have not listed!)

- A commitment to RootsMove's mission and vision.
- Experience of collaborative working
- An ability to think and act strategically
- A willingness to actively participate in discussion and challenge constructively
- A willingness to meet the minimum time requirement
- Be impartial, fair, and have the ability to respect confidentiality
- Be able to offer own expertise and share relevant experiences
- Knowledge and experience of using Canva
- Experience of having created a social media content plan

Desired Skills & Competencies

There are no set qualifications for becoming a social media/comms volunteer. This position is open to applicants from any discipline, but the following subjects can be particularly helpful:

- journalism
- marketing (particularly digital marketing)
- media and communications
- technology skills
- content writing
- graphic design
- self-motivation
- strong communication skills
- networking
- idea presentation
- proof reading
- public relations.

A wider involvement with the voluntary sector and other networks is useful but not essential.