

## Social media marketer

Your Organisation Name

Short term project

J66668



### At a glance

#### Skills

SOCIAL MEDIA MARKETING

#### Where

London, SE11 5RR

Remote opportunity

Travel limit? This role will be completely remote.

#### Time

Mostly during office hours

Estimate of time needed:  
0-3 hours / week, 3-7 hours / week, over 7 hours / week, short term project: 1-15 hours, completed within 4 months or short term project: 15-90 hours, completed within 4 months

The volunteering would take place within a 4 week period.

### About Your Organisation

#### Causes

YOUR CAUSES HERE

Apply

Ask a question

Save opportunity

Help us engage our audiences by creating a compelling social media strategy and/or content [delete / amend according to what you need] so that we can [explain how this helps you achieve your purpose].

### What will you be doing?

Our charity delivers [describe service] to [describe service users]. We are urgently looking for an experienced social media marketer to work with us as we respond to Covid-19. [Optional: Include any details about your Covid-19 challenges and how the volunteer will help you face them.]

We would like the volunteer to [delete / amend according to what you need, this is a list of possible options]:

- Perform a social media audit: Assess the current state of our social media pages and make recommendations on how we might improve our presence and engagement and where we might focus our efforts.
- Help us develop and/or execute a social media campaign around [insert detail here]
- Provide guidance/strategy on how we can manage our social media on an ongoing basis e.g. using a centralised tool, creating a content calendar, identifying easy and free graphic tools and images
- Produce fresh and engaging content for our social media channels
- Prepare graphics for sharing across channels
- Engage with our followers and encourage interaction
- Manage and maintain social media channels on a regular basis

You will be working with [insert role title] who will provide our existing brand/style guidelines and brand research/user personas [delete/amend with any background material you have available as a starting point].

### What are we looking for?

We are looking for a volunteer who has experience [delete / amend according to what you need - this is a list of possible options]:

- Writing and editing marketing content for social media platforms such as Facebook, Twitter, LinkedIn, and Instagram / across all platforms
- Building strategies to increase social media following and /or build fundraising or awareness campaigns
- Developing a coherent brand voice for social media, from content creation to community interactions
- Using and setting up tools such as Hootsuite, Social Sprout, Canva, etc
- Creating content calendars to help plan social media activity

The volunteer should also have/be

- Accuracy and attention to detail
- Ability to quickly understand the needs of our team / organisation / users
- Can ask key questions to enable us to clarify requirements
- Understands the resource constraints of a small charity and is able to work with these.
- Open to feedback
- Other...

### What difference will you make?

Your input will shape how we present ourselves to our service users, stakeholders, funders and general public. With your help we will be able to continue to [detail what your services / activities are, and how they help your end users].

### What's in it for the volunteer?

You would become part of our small, friendly team and you have the opportunity to use your time to make a real difference in difficult times.