



Marketing and Social Media Volunteer – Role Description

Voluntary

An hour or two each day to make up one day per week, with occasional additional days to attend events. Initially for six months.

Main purpose of the role

The role of Marketing and Social Media volunteer will be to assist the committee in promoting the group's work, working parties, activities, volunteering opportunities and other activities aimed at connecting the community with the park. The volunteer will take a lead in co-ordinating the group's social media activity across Facebook, Twitter and Youtube, and will also liaise with the committee to produce a monthly update for publication in hyperlocal media. In addition, the volunteer will produce and distribute press releases for relevant projects and outcomes to promote the group's work more widely.

Main relationships: The role is very much about communicating externally and building relationships with potential and current members of the group. The Marketing and Social Media volunteer will be working alongside the wider committee, in particular the Chair, Vice-Chair and Lead Volunteers in between committee meetings.

Person specification

This role would suit someone who:

- Has some experience of marketing and social media, either through education, work or volunteering.
- Is familiar with using social media and other online tools to generate interest in a business or project.
- Is an excellent communicator.
- Is able to write clearly, accurately and succinctly.
- Can be flexible with their time: We envisage spending a short time each day (although not necessarily every day) updating social media channels. The volunteer will also be expected to attend some of our events and workshops with a view to reporting on them. This is in addition to the 2-hour commitment to attend monthly committee meetings.
- Has an interest in community and environmental issues.
- Is willing to 'muck in' with all aspects of the group's activities.
- Has strong interpersonal skills, and the ability to represent the group externally.

The role

1. Developing the group's social media presence with a particular focus on:
 - Keeping our social media channels updated, ideally on a daily/weekly basis
 - Encouraging others to comment on our posts and share them with others
 - Increasing the numbers of people following our posts on our own website and on Facebook, Twitter, and YouTube.
 - Increasing numbers of volunteers
 - Promoting our activities to all members of the local community
 - Building awareness of the group's work locally, and through relevant networks
 - Setting, working towards, and reporting on social media objectives and targets.

2. Undertaking one of the following projects:
 - **Copywriting:** Planning and writing a blog each month for the Friends' website. This could be based on the group's activities, a profile of a volunteer, or another aspect of the common.
 - **Leaflet and poster distribution:** Monitoring, coordinating and helping with the distribution of promotional leaflets and posters and identifying new opportunities for communications/promotions.
 - **Photography:** Developing and updating the group's photographic database (on Flickr), identifying gaps; taking photographs and/or ensuring that someone is available to photograph all key events and ensuring that permissions for photography have been granted. This could also involve video work.
 - **PR:** Writing press releases about specific projects with a view to obtaining media coverage; responding to any resulting media interest, and working with other committee members to obtain the necessary information, photographs and interviews if required.
 - **Another project:** If you have a particular area of knowledge or an interest area you would like to pursue, you are welcome to propose a project for you to undertake.