



Social Media Volunteer - Role Description

Hours per week:	3-5 hours per week, flexible days/hours to be agreed
Commitment:	Minimum of 6 months
Reporting to:	Fundraising & Communications (FR&Comms) Coordinator
Purpose of the job:	To support the FR&Comms Coordinator with Baby Bank Network Bristol's social media.
Location:	Home-based with the potential for occasional visits to the warehouse in Fishponds and/or events around Bristol.

We are looking for a volunteer to support the Fundraising & Communications Coordinator with the development and maintenance of Baby Bank Network Bristol's social media communications. We currently use [Facebook](#), [Instagram](#) and [Twitter](#).

This role involves; supporting with the preparation, sharing and scheduling of content to use across all our social media channels; replying to basic posts and messages; gathering and analysing data from all three platforms; using your experience and knowledge of social media to help develop and improve how we engage with our supporters through social media.

Main tasks

To support the FR&Comms Coordinator with:

- Gathering and analysing data from Baby Bank Network Bristol's Facebook, Instagram and Twitter accounts, and developing strategies to improve engagement with existing and new supporters via these platforms.
- Developing agreed content such as drafting copy and preparing photographs and images so they are suitable for sharing on each platform. This may involve using software such as Canva (online training is available).
- Sharing and scheduling agreed content on all three platforms.
- Responding to basic posts, tweets and messages in a timely manner as agreed, particularly when staff are not working e.g. in evenings, at weekends or on leave.
- Sharing your knowledge and experience to ensure we are using our social media platforms effectively to engage with supporters.

Additional tasks (occasional as agreed)

- Taking photographs to use for social media communications, following the relevant policies and procedures. This may include taking photographs of donations or volunteers at our warehouse in Fishponds or at events around Bristol.

Person Specification

Essential:

- Enthusiastic, positive and reliable.
- Excellent written and verbal communication skills, and the ability to communicate appropriately with people from a range of backgrounds, particularly online.
- An interest in and understanding of the challenges the families we support are facing.
- Excellent IT skills.
- Previous experience and knowledge of a range of social media platforms, ideally at least two of those we currently use (Facebook, Instagram and Twitter). This could be through personal use and/or previous paid/voluntary work.
- Ability and enthusiasm to learn how to use new IT, software and online platforms quickly with limited face-to-face support.
- Ability to and comfortable working remotely and with limited face-to-face support.
- Ability to follow Baby Bank Network Bristol's policies and procedures.

Desirable:

- Ability to travel to the warehouse in Fishponds and around Bristol to take photographs at events and on location. Agreed travel expenses can be reimbursed.
- Previous experience of taking photographs in a similar capacity for a business or charity.
- Previous experience of editing photographs and images to use for online communications such as social media.

Equipment

Unfortunately, as a small charity we are currently unable to provide IT or photography equipment to be used at home for this role. However, mobile phones are usually suitable for the below:

- Able to provide your own camera and equipment suitable for the role.
- Access to a suitable electronic device to access the Baby Bank Network Bristol Google drive and social media in order to fulfill the role as detailed above.

We can offer you:

- The opportunity to gain experience of working as part of a busy and growing charity supporting your local community.
- On-going support and supervision in your role. This will usually be remotely via e-mail and during office hours when the Fundraising & Communications Coordinator is working (currently every Tuesday and Wednesday and alternate Mondays and Thursdays).
- The opportunity to learn new skills.
- Reimbursement of out of office expenses incurred while carrying out activities for Baby Bank Network, for example travel.
- The opportunity to develop your experience of developing and delivering communications across multiple social media platforms.