



The Silverlining Charity Volunteer Job Description

Role: Social Media Content Assistant

Position: Voluntary

Location: Remotely

Time Commitment: 5 hours or more per week.

Reports To: Jamie Bedford, Operations Manager

Thank you for choosing to become part of The Silverlining Charity. The Silverlining Charity is a registered Charity which aims to rebuild the lives of all those affected by brain injury through meaningful group activities and individual challenges in the community. Volunteers are essential for our service provision and involvement with The Charity offers numerous benefits and opportunities for personal development.

Purpose:

The social media content assistant will work closely with the Operations Manager to ensure our social media accounts are kept up-to-date with fresh and interesting content. You will be playing a key role in the day-to-day running of our social media activity on Facebook, Twitter, LinkedIn and YouTube. It's an excellent opportunity for someone who wants to get experience working on integrated media in the charity sector.

Main Responsibilities:

- Sourcing and writing fresh, engaging content that will grow our audiences.
- Helping to maintain our website.
- Sourcing and uploading text, images and media content.
- Responding to and assisting with enquiries made through our social media accounts.
- Proofreading online content.
- Encouraging donations through social media channels.

Required Skills/Qualities:

- Ability to work independently without close supervision, but open to asking for help and support.
- Familiar with constantly evolving digital media platforms and technologies.
- Experience of working in or an academic understanding of social media marketing.
- An excellent communicator with an ability to write clearly, accurately and succinctly.
- IT and web savvy.
- An understanding of how to grow social media audiences and report social media analytics.
- A passion for media and communications as well as an interest in healthcare and supporting people.

Training and Support:

You will have an induction to the organisation working closely with our Operations Manager.

Benefits:

- Ongoing personal development.
- Making a real difference to the brain injured community.
- Experience working both independently and with a team.

To Apply:

Please send a short covering letter to Jamie@thesilverlining.org.uk detailing your experience, fit with the role and why you want to volunteer with us. Upon receipt of your application we will seek to arrange a short telephone interview or face-to-face meeting where we may ask for details of a referee.

To find out more about our work visit www.thesilverlining.org.uk or email admin@thesilverlining.org.uk.

The Silverlining Charity

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