

SOCIAL MEDIA VOLUNTEER

KEY RESPONSIBILITIES

This is an exciting opportunity to support The Lenton Centre with managing different social media channels, with an aim to maximise engagement, promote volunteering and raise awareness of TLC's activities. As a Social Media Volunteer, you will be involved in:

- Establishing and/or maintaining active social media accounts.
- Researching and creating creative content for different social media channels.
- Identifying opportunities to establish relationships with local community groups.
- Diversifying online presence by developing other potential social media channels.
- Keeping up to date with TLC's activities and promoting this across the different channels
- Thinking of new ways to drive online engagement.
- Identifying target audiences and being up to date with current trends.

SKILLS AND EXPERIENCE

You do not need specific skills and experience as training will be provided, but the following will be useful:

- Experience of using Facebook, Instagram, or Twitter.
- Good written communication skills, with accuracy and good attention to detail.
- Ability to think creatively when sharing content.
- Ability to work collaboratively as part of a team and motivated to work as an individual.
- Ability to deal in a professional manner when communicating online.
- Basic digital photography experience will be useful but not necessary.

WHAT WILL YOU GAIN FROM THIS OPPORTUNITY?

- Comprehensive induction, training, and ongoing support.
- Valuable experience for those seeking a career in marketing, social media, and PR.
- Learn about working in the charity, leisure, and community development sectors.
- Experience of networking with diverse user groups and community organisations.
- Being part of a friendly and diverse team.

YOUNG PEOPLE AND THIS ROLE

We are proud of having a diverse volunteer base made up of people from different backgrounds and ages. The minimum age for this role is 14 years old. A risk assessment, parental consent and safeguarding considerations will be required for those aged 14 – 17.

LEARNING OPPORTUNITIES

We will provide you with ongoing support and training throughout your volunteering, including:

- Full induction
- Health and Safety
- Safeguarding
- Data Protection and compliance.