



## Draft Volunteer Role Description

<b>Role Title:</b>	Social Media Volunteer
<b>Department:</b>	Communications/Fundraising/Volunteering
<b>Reports to:</b>	Communications & Research Manager/Head of Fundraising/Volunteer Coordinator
<b>Location:</b>	Mixed – some remote, some at our Head Office in Brixton

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### Overall Aim

Housing for Women (H4W) is a charity and a housing provider with a mission to empower women and challenge inequality. We support women through affordable housing, help women and children escaping domestic abuse, survivors of trafficking, women leaving prison and older women.

We are recruiting an energetic reliable and self-motivated volunteer to assist with updating and increasing engagement on our social media channels.

This role would suit a resourceful and creative person with good writing and editing skills, a non-judgemental approach and good general communication skills, committed to gender equality and supporting vulnerable women. If you are looking to make a real change in the lives of women in a supportive and constructive environment, this is the perfect opportunity for you! We will provide relevant training and help you to identify career development opportunities.

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### Key Responsibilities

#### Social Media

Responsibilities as agreed with Communications & Research Manager from the following:

- ✓ Contributing to and updating the Housing for Women social media calendar
- ✓ Repurposing content for Housing for Women's social media channels
- ✓ Creating and scheduling exciting, dynamic social media content across social media channels
- ✓ Monitoring news, trends and interesting stories that would work to drive engagement on our social media channels
- ✓ Reviewing content to repurpose and contribute to the social media content plan
  
- ✓ Engaging with friendly and allied organisations and people in order to significantly grow our audience across all social media platforms
- ✓ Develop and implement social media strategies to increase our online presence and engagement across various platforms (e.g., Facebook, Instagram, LinkedIn and

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For more information, please contact **Chryssy Hunter – Volunteer Coordinator**

**Email:** [volunteer4us@h4w.co.uk](mailto:volunteer4us@h4w.co.uk) **Phone:** 0207 7944 804

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- ✓ Create and schedule engaging content that aligns with our organisational goals and resonates with our audience
- ✓ Monitor social media channels for interactions, respond to enquiries, and foster positive engagement with followers
- ✓ Analyse social media metrics and performance data to assess the effectiveness of campaigns and strategies
- ✓ Identify trends, insights, and areas for improvement based on data analysis, and make informed adjustments to strategies and content accordingly
- ✓ Provide reports with insights and recommendations based on data analysis to optimise social media efforts
- ✓ Stay updated with social media trends and best practices to ensure our strategy remains current and effective
- ✓ Collaborate with the Communications & Research Manager, staff and other comms volunteers to align social media efforts with broader organisational campaigns and initiatives
- ✓ Engaging with friendly and allied organisations and people in order to significantly grow our audience across all social media platforms

#### **Other**

- ✓ To attend supervision as and when required
- ✓ To act in accordance with the aims of Housing for Women
- ✓ To promote and implement Housing for Women's Equal Opportunities Policy and other policies adopted by the Board

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#### **Availability**

We are looking for someone who can spend at least 8-10 hours per week in this role.

We are generally flexible with the volunteering hours as some of this work will be done remotely, but the volunteer is expected to be able to attend occasional pre-arranged meetings during regular working hours.

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#### **Benefits of Volunteering with Us**

This is a great opportunity for somebody with a keen interest in supporting women and who is looking to put into practice their social networking skills. Some additional benefits are:

- ✓ Experience of working in a supportive and professional environment
- ✓ Full induction, support and supervision
- ✓ Opportunity to develop new skills
- ✓ Relevant training opportunities (i.e. CMS, Media Channels, Data Protection, etc.)

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#### **Additional Information**

- ✓ Core training and induction will be provided prior commencing the role
- ✓ We reimburse genuine out of pocket travel expenses (London zones 1- 6) to and from the place of work and up to £5 for lunch expenses

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**Housing  
for Women**

We welcome applications from people of all backgrounds and sections of the community and we particularly encourage applications from senior citizens, ex-offenders, LGBTQ+ people and Black, Asian and Minority Ethnic (BAME) candidates as they are currently under-represented in our Volunteering Programme.

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### Role Experience, Knowledge and Skills Profile

<b>Experience and Knowledge</b>	<ul style="list-style-type: none"> <li>· Computer literate and confident in the use of Microsoft applications and Social Media Channels (MS Office, Outlook, LinkedIn, Facebook, Instagram, etc)</li> <li>· Strong understanding of social media platforms, trends, and analytical tools</li> <li>· Experience of Adobe Premier Pro and InDesign an advantage - training may be given in Photoshop and InDesign</li> <li>· Proven ability to analyse social media metrics and translate data into actionable strategies</li> <li>· Some experience in the communications field will also be an advantage but isn't essential</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>· Excellent written and verbal communication skills, with high attention to detail</li> <li>· Design and film editing skills an advantage</li> <li>· Creative thinking and a proactive approach to problem-solving.</li> <li>· Reliable and self-motivated, able to take initiative</li> </ul>
<b>Personal Style and Behaviour</b>	<ul style="list-style-type: none"> <li>· Good independent worker as well as a team player</li> <li>· Enthusiasm and passion for creating social media content</li> <li>· Reliable and flexible and able to think on your feet</li> </ul>
<b>Other Requirements</b>	<ul style="list-style-type: none"> <li>· Personal commitment to the corporate values, vision and objectives of Housing for Women's culture of continuous service improvement</li> <li>· A keen interest in gender equality</li> <li>· Evidenced commitment to equality and diversity</li> </ul>

### Other Conditions

<b>All candidates must agree to:</b>	<ul style="list-style-type: none"> <li>· A DBS test – or provide your details on the update system. <i>We are committed to engaging volunteers who have been involved with the criminal justice system so please declare any convictions on the application form</i></li> <li>· Provide the names of two referees</li> <li>· Provide proof of the right to volunteer in the UK</li> </ul>
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