



Volunteer Role Description

Social Media Co-ordinator

Social Media Co-ordinator (Key Volunteer Officer)

Wild Ideas supports communities to stay healthy and wild. If you share this aim, could you be a Social Media Co-ordinator?

You will be supporting Wild Ideas' Engagement team by providing regular social media support in the form of sourcing, creating and scheduling engaging organic content for one or more of our social media channels, which include: Facebook, Twitter, LinkedIn, Instagram and YouTube.

Our team of Wild at Home Engagement volunteers create a wide range of content, designed to inspire communities to engage with nature and the environment. You will help our Programme Co-ordinator and Education and Engagement Officer to plan media campaigns, identify and source relevant content and ensure that this is posted in a timely manner.

You will be passionate about conservation and wildlife and keen to support a wide range of people to participate in and share wild lifestyle activities from home and garden.

About the role:

We are seeking a motivated and energetic volunteer, who will co-ordinate our social media messages over one or more platforms, to encourage and support wildlife and well-being activity in homes and gardens and stimulate small, grassroots action to save our biodiversity for future generations.

Activities may include:

- Research and understand our target audiences and how to create targeted content for them
- Research conservation-related topics on which to produce content
- Writing social media and web copy
- Developing the social media calendar
- Creating photo, graphic and video assets
- Monitoring one or more channels and replying to enquiries
- Research celebrity and social media influencers
- Reach, engagement and audience evaluation
- Other support for the wider team as needed
- Conduct keyword research and optimise content
- Research and share relevant content of other similar organisations
- Research trending content on social media
- Propose new, improved outreach ideas

The role will require a day a week or more worked flexibly to suit your requirements.

About you

As a content co-ordinator for Wild Ideas, you will be flexible and imaginative in order to really bring this project to life. You should have a passion for nature conservation and perhaps some understanding of well-being in nature.

You will have good communication skills and the ability to use social media to inspire and motivate communities. You will reach out to the community through social and other media and direct networking, as well as creating blog/vlog and other social media posts.

What you can gain:

- Improved communications, marketing and IT skills
- Support to achieve a recognised Level 2 qualification
- Experience and skills for your CV
- A dedicated manager
- Opportunities to get involved in a wide range of conservation activity

This role will suit people who... are looking for a flexible role in which they can develop their marketing skills

Extra information

Where	Volunteer from home
Time commitment	On an ad hoc basis, with hours to suit your schedule
Staff Contact	Debs Rylands, Programme Co-ordinator debs.rylands@wild-ideas.org.uk 07786 444 816
Training/Resources	Task specific training will be provided as you volunteer. You will also be invited to attend our committee meetings (via skype or conference call).

For an informal chat, call Debs on 07786 444 816

This role is purely voluntary and this arrangement is not intended to be legally binding or an employment contract