



Volunteer Role Description

Wild Themes Content Creator

Wild Themes Content Creator (Volunteer Officer)

Wild Ideas supports communities to connect to nature through a variety of themes of exploration. If you share this aim, could you be a Wild Themes Content Creator?

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 our Theme Weeks for one or more of our social media channels, which include: Facebook, Twitter, LinkedIn, Instagram and YouTube.

Our team of 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, create and deliver media campaigns, identify, source and create relevant content so that this can be 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 undertake practical activity, research, and engagement of professionals and community members to deliver social media messages which encourage and support learning in nature through a variety of art and science activities, linked to Wild Ideas' theme weeks.

Activities include:

- Research and understand our target audiences and how to create targeted content for them
- Research conservation-related topics on which you are producing content
- Undertaking surveys and collecting data/scientific evidence
- Analysing data and formulating public messages
- Interviewing local experts, professionals and community members
- Writing copy for social media and web
- Contributing to the social media calendar
- Creating photographic, graphic and video for publishing
- Attending theme week meetings
- 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 support the team in undertaking interviews and planning filming activities as well as collecting scientific data through sampling, surveying and review of research.

What you can gain:

- Improved communications, marketing and IT skills
- Film-making skills
- 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	1+ day(s) a week
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 required to attend our engagement team meetings (via Zoom during pandemic restrictions).

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