

POSITION DESCRIPTION – SOCIAL MEDIA VOLUNTEER

JOB TITLE: SOCIAL MEDIA VOLUNTEER
REPORTS TO: ADVOCACY AND COMMUNICATIONS COORDINATOR

POSITION PURPOSE SUMMARY

The role of the social media volunteer is to design and develop social media posts and, where required, schedule and post content to social media platforms on behalf of peer Support Groups to help to raise their profile and promote their cause.

POSITION RESPONSIBILITIES

1. Engage with peer Support Group leaders to learn about their brand and social media requirements.
2. Use Canva or other design programs to design graphics for social media posts.
3. Write content suited to specific social media platforms and aligned to Support Group's brand and messaging requirements.
4. Schedule social media posts (where required).
5. Report on progress, work conducted, and social media analytics (where required).

COMPETENCIES

1. Working knowledge of social media platforms, specifically Facebook and Instagram.
2. Working knowledge of Canva or equivalent design programs.
3. Strong English writing skills.
4. Strong understanding of brand and design components.

DESIRABLES

1. Previous volunteer experience.
2. Previous communications and/or social media work experience.
3. Experience interacting with people from differing cultures and backgrounds.

QUALIFICATIONS/LICENSES

1. A Police Check with up to 6 months from its issue date is a mandatory requirement and will be conducted by ConnectGroups before commencement to the role.