

## **Social Media Marketing Volunteer - Job Description**

This is a volunteer position - *travel expenses will be reimbursed.*

We would like to recruit a volunteer for 1-2 hours each day or 1 day per week, for a period of six months (with a one month trial period).

### **Main purpose of the role**

The role of the Social Media Marketing Volunteer will be to assist the Communications & Marketing Manager in promoting Westway CT's activities and to raise brand awareness using social media platforms.

**Reporting to:** The Communications & Marketing Manager

### **Person specification**

The volunteer position would suit a new graduate from a marketing course or a practiced marketer who is looking to gain further experience in social media marketing.

This role would suit someone who:

- Has some experience of marketing and social media, either through education, work or volunteering
- Is familiar with using social media platforms and other online tools to generate interest in a business or project
- Is an excellent communicator
- Is able to write clearly, accurately and concisely
- Can be flexible with their time: We envisage a volunteer will spend a short time each day (although not necessarily every day) updating social media channels
- Willing to attend occasional events and workshops with a view to reporting on them

### **The role**

Developing Westway CT's social media presence with a particular focus on:

- Keeping our social media platforms updated, ideally at least two to three times per week
- Encouraging others to comment on our posts and share them
- Increasing the numbers of people following our posts on Facebook, Twitter, Pinterest, Google+ and YouTube.
- Building the Westway CT brand
- Helping to set and work towards, social media objectives and targets

As well as undertaking the following project:

- PR: Writing a press release monthly with a view to obtaining media coverage; responding to any resulting media interest, and working with Communications & Marketing Manager to obtain the necessary information, photographs and interviews if required.

The Social Media Volunteer will be expected to partake in brainstorming sessions and marketing meetings with the aim of setting strategies and objectives for social media campaigns.

## **About Westway CT**

A not-for-profit Registered Society with charitable status and a Social Enterprise creating opportunities by providing essential transport and training services for individuals, voluntary organisations and community groups.

## **Mission**

Adding value, bringing choice.

In everything we do we commit to being reliable, respectful, fair, ethical and sustainable.

We believe providing transport and training services are a means to a broader aim: harnessing community resources, meeting individual needs and creating social opportunities. Increasing disadvantaged people's independence, enriching their lives and improving their participation in society; by providing access to essential services, while being sensitive and helpful in meeting their transport needs.

We aim to keep services as affordable as possible for people with the least means. We offer quality and value for money; as services are delivered to a high standard in the most cost efficient way. We are user led and we have an innovative and approachable team that are always open to new ideas.

Firmly identified as a Social Enterprise we demonstrate, while delivering our core aims that we stimulate the local economy, generate local employment opportunities, and offer people the chance through volunteering and training to improve their employment prospects, advance within their current employment and obtain useful life skills and vocational training.

You can find more information about Westway CT at [www.westwayct.org.uk](http://www.westwayct.org.uk)

## **How to apply**

If you are interested in this position please email [traceyheap@westwayct.org.uk](mailto:traceyheap@westwayct.org.uk) with your CV and covering letter, listing your experience in a marketing role and previous use of social media platforms.