

## Social Media and Digital Content Volunteer Role Description

Are you passionate about changing the way we treat animals? Do you want to help reduce environmental damage? Do you want to inspire people to enjoy healthy vegan food that both looks good and tastes great?

The Vegan Society aims to make veganism more accessible. We help people to adopt a vegan lifestyle by supporting individuals, policy- and decision-makers, caterers, manufacturers, healthcare professionals and the media.

### Why do we need you?

Social media allows us to reach a diverse range of people and posts on sharing platforms help to spread our message more widely. To take full advantage of the opportunities offered by our online presence, we need to continuously plan ahead and assess the work we have already done. Volunteers have a vital role in this process.

### What does the role involve?

This role will support the Digital Content Officer in creating, reviewing and researching all our digital content. You will be required to schedule general posts for our social media platforms and to moderate across Facebook, Instagram and Twitter. You may be asked to support the production of our podcast or review submissions to our blog. Specific research projects could include finding influencers for upcoming projects or recipes to include on our website.

You will also spend time looking at the social media platforms of other similar organisations to compare our engagement trends and to identify opportunities for future growth.

### What training and development is available?

Each task will be introduced in a phased way, with a full induction and training session for each area, if required. This can be done via Zoom or Microsoft Teams.

A member of staff will always be available for support and to answer your questions. We can provide specific training based on your current experience.

### What skills would be useful in this role?

This role would suit someone who has experience of managing social media platforms (e.g. scheduling and moderating). Useful skills for this role include:

- An understanding of how to engage a diverse audience
- The ability to work independently and step outside your comfort zone
- A willingness to learn and undertake further training and development
- Attention to detail
- Confidence in sharing creative ideas
- Experience of gathering data
- An understanding of how branding underpins digital communications
- Experience of market research and competitor analysis
- Confidence in asking questions within a busy team.

### What does my availability have to be?

For remote volunteering, we request that you are available for four hours a week, either from 10am to 2pm or 12pm to 4pm (GMT).

Who does this role report to?

You will report to the Digital Content Officer.

Who can I contact to find out more?

You can contact Kaya (Supporter Services Coordinator) and Jen (Digital Content Officer) on [volunteer@vegansociety.com](mailto:volunteer@vegansociety.com), or you can call us on 0121 523 1730.