Volunteer Role Description

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| ROLE TITLE | Social Media Volunteer |
| HOURS | Flexible |
| LOCATION | Remote  |
| REPORTING TO | Engagement and Development Lead |

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| ROLE PURPOSE | To raise awareness of and engagement with LLR Mind, its services, and relevant campaigns and information through our social media platforms. |

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| KEY RESPONSIBILITIES |
| * Work closely with the Marketing and Fundraising Officer to plan social media projects and campaigns.
* Design and distribute creative and engaging social media content, adhering to relevant branding and language guidelines.
* Work across all social media channels, including Facebook, Instagram, and LinkedIn, adapting content to suit different channels and audiences.
* Plan and deliver content across different platforms using scheduling tools such as Hootsuite.
* Form key relationships with audiences across social media platforms.
* Increase engagement with LLR Mind's social media accounts, including numbers of followers and interactions.
* Encourage collaboration across teams and departments with LLR Mind.
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| **ROLE REQUIREMENTS** | **Essential / Desirable** |
| EXPERIENCE* Direct or indirect experience of mental health problems
* Experience of using social media for promotional purposes
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| SKILLS AND ABILITIES* Excellent written and verbal English skills
* Ability to communicate in other languages used in LLR.
* IT proficient, including Office 365 and social media channels
* Able to write and publish engaging social media posts and web copy
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| ATTITUDES* Self-motivated and able to work independently
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