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 | D  D |
| 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 | E  D  E  E |
| ATTITUDES   * Self-motivated and able to work independently | E |