



## **Position Description Social Media Volunteer**

### **Purpose:**

The Social Media volunteer works closely with Director of Communications and Communication Committee to create engaging content for PAVRO's social media presence, including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with audiences.

### **Responsibilities:**

- Help create and maintain a social media plan
- Use social media to promote the activities and achievements of PAVRO
- Keeping our social media channels updated on a frequent basis
- Encouraging others to comment on our posts and share them with others
- Ensure that communication reaches a wide range of local stakeholders and diverse audience
- Develop and manage content for our website and social media, such as Twitter, Facebook & LinkedIn
- Select relevant channels to reach our diverse audience
- Take part in monthly teleconference meetings with committee members
- Track the effectiveness of our social media work and recommend ways forward
- Test content and review its impact
- Keeping up to date with PAVRO events and news, and choosing what to promote through our social media feeds
- Ability to develop publicity materials is an asset
- Visiting our projects and attend our events with a view to writing articles about them

### **Relevant Skills, Competencies and Experience:**

- An understanding of different types of marketing and communications media, including electronic and social media
- To be able to communicate effectively, be articulate, with strong writing skills and the ability to feedback accurately
- Experience of using Microsoft Office, including Word, Excel and Outlook
- Ability to transform small snippets of information into interesting and engaging stories suitable for Twitter, Facebook etc
- Good understanding of confidentiality

- The ability to work equally well in a team and unsupervised
- An interest in, knowledge of or willingness to learn about the volunteer management profession

**Code of Conduct:**

- I will perform my duties responsibly and impartially to the standards set out by PAVRO in a manner that would bear public scrutiny
- I agree to declare any real, apparent or perceived conflict of interest in matters which may result in financial gain or personal benefit
- I further agree to maintain the confidentiality of any proprietary or privileged information to which I have access, both during and after my term on the Communications Committee. This information may include contracts, financial information, membership lists, staffing or personnel documentation and/or discussions about PAVRO business

**Benefits:**

- Development of communication skills
- PR and marketing experience
- Social media development skills
- Data handling skills
- Free training relevant to the role will be provided
- Use your skills and experience to contribute to the success of PAVRO
- References to add to your CV
- Be part of a team of volunteers and meet new people
- Increase your confidence and gain new skills including on-going development and training
- Understanding of the functions of PAVRO

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