

Social Media Contributor – Role description

Title of Opportunity

Social Media Contributor

Background

The Communications Team is responsible for managing all the marketing and publicity for Turn2us, ensuring that any online or hard copy materials are produced in line with our organisational branding guidelines.

For this campaign we have identified two primary target audiences which are:-

- People in financial hardship – people on low incomes who may be struggling to afford to heat their homes. By raising awareness of what we do as a charity, we can encourage more people who need our help to check what support could be available through our services
- Potential charity supporters – people who have an interest in our work and would like to donate now and/or in the future, or support us in other ways including spreading word of our services or volunteering

Through the Fuel Poverty campaign we aim to:

- Encourage people affected by fuel poverty to use our website and check for support through benefits, grants and other help
- Raise awareness of the reality of fuel poverty and the struggles people in poverty face during the colder months
- Raise public awareness of Turn2us as a national charity fighting UK poverty
- Engage and recruit new supporters for the charity
- Support the charity's fundraising objectives
- Engage all charity staff, providing opportunities for charity-wide involvement

Where

Our Head Offices at 200 Shepherds Bush Road, Hammersmith, London W6 7NL

A: Turn2us, Hythe House, 200 Shepherds Bush Road, London W6 7NL **E:** info@turn2us.org.uk

TURN2US.ORG.UK

When

This is a short-term volunteering opportunity to support our Fuel Poverty campaign on a flexible basis during November and December over a 3 week period.

Time Commitment

This role is available either as an office based role at our London Headquarters or as a virtual volunteering role during the campaign lifespan. We are flexible in terms of time commitment, as a minimum we would hope for a few hours a week but if you would like to have a more active role over the three week period you would be welcome to volunteer more hours.

Tasks involved

Main tasks will involve supporting the communications team in:

- Creating social media channel content and links to Facebook, Twitter and YouTube, with the Twitter feed showing campaign hashtag tweets to effectively promote the campaign
- Producing updates for our social media platforms
- Creating and posting engaging blogs to encourage people to support the campaign. These will feature regular posts bringing together both the fundraising and research elements of the campaign, for example updates on how much money raised so far, sharing research findings and real-life stories etc
- Monitoring trends in social media to stay updated across different platforms, not only with the content that has already been created
- Identifying and responding to the needs of our Followers
- Producing a short end of day feedback report about the activity on the platforms to help demonstrate the impact of your volunteering
- Supporting our Celebrity e-Bay charity auction activity through responding (under guidance) to questions posted by prospective buyers and monitoring bidding levels

Skills required

We are looking for someone with:-

- Excellent IT skills
- Very good communication skills
- High level of knowledge and experience of using social media
- Familiarity with blog postings and content scheduling
- Ability to volunteer under your own initiative
- Experience of being part of team and volunteering/working alongside others to deliver a common goal or project

If you have a particular interest in the work of our charity that would be an added bonus!

Training and Support

Induction will be provided together with a short training session on our social media platforms. Volunteers will need to read our Branding Guidelines document to understand usage of our brand and preferred language; our IT Policy and Social Media Policy as they will provide the framework for your volunteering activities together with our Volunteer Policy..

What's in it for you

This role would be ideal for anyone who is looking for a short period of intensive marketing and promotional activity to improve their practical experience of using existing skills. If you are interested in working in the voluntary sector, particularly with regard to campaigning, this role will give you an awareness of the work of a national charity whose mission is to improve the lives of people living in poverty in the UK but it would be equally useful to anyone considering journalism/media/ public relations careers. The location of the role is flexible in respect of either volunteering at our Head Office in London or supporting our work remotely through dissemination of our campaign messages to your own social networks.

Expenses are provided in line with our policy and reimbursements for mileage are made against HMRC current rates for car travel and against receipts for other expenditure items such as food/refreshments

Additional information

Turn2us strives to make the biggest impact we can for people in financial hardship. Although we have had a long and varied history over the years, our mission has always been the same; to fight poverty in the UK and Ireland and make life better for people in financial hardship. We help people to access support including welfare benefits, charitable grants and a range of services – online, by phone, and face-to-face through partner organisations and volunteers