Role Specification: Communication and Social Media Volunteer

Skills Required:

GOOD WRITING SKILLS

CREATIVITY

SOCIAL MEDIA MARKETING

FILM / VIDEO PRODUCTION (desirable)

ILLUSTRATION (desirable)

UNDERSTANDING OF THE BASIC PRINCIPLES OF GENDER EQUALITY AND APPRECIATING THE SENSITIVIES AROUND DOMESTIC ABUSE AND GENDER BASED VIOLENCE

Where

This is a remote working opportunity although you may be requested to attend some meetings and complete induction tasks in East Lothian and Midlothian when Covid restrictions allow this.

Time Commitment:

* We can be flexible with times and level of commitment, these can be either in or out of office hours.
* Estimate of time needed: 2- maximum of 7 hours / month.
* Additionally, we would request that you attend at least 3 of our Communications Group meetings per year, these are usually held early evening.

****About**** Women’s Aid East and Midlothian

Women’s Aid East and Midlothian (WAEML) provides information, support and temporary accommodation to all women (including trans-women), children and young people who have been subjected to domestic abuse.

It is our mission is to lead the delivery of quality domestic abuse support that transforms the lives of women, children and young people who have been subjected to domestic abuse. Our strategic aims are:

* **CHANGING LIVES** by ensuring services, including local support and safe refuge accommodation, are available to women, children and young people who have been subjected to domestic abuse.
* **CHALLENGING ATTITUDES** by promoting and safeguarding women’s equality and children’s rights and challenging victim blaming cultures.
* **WORKING TO END DOMESTIC ABUSE** by engaging partner agencies to create responses that actively prevent all forms of violence against women and girls.

What will you be doing?

We are looking for a volunteer to look after our social media platforms and to help us develop an on line presence for a new exciting project to open a Women’s Empowerment Centre in Midlothian.

This will include updating our social media, especially Facebook, Twitter and Instagram as well as exploring new ways to engage our followers and share our message. We need someone who can create new and engaging posts and materials.

You will also be asked to lead on creating a communications calendar and strategy and assist us with developing a website specifically for this project.

What difference will you make?

Social media is key for us to communicate with our supporters. We plan to use our social media and website to keep our supporters updated on progress with this new project but also to seek support and investment to realise our ambition. We want our supporters to feel like they are on a journey with us and can see the positive impact their support has on our work.

What's in it for the volunteer?

We want all volunteers to feel like they are an integral part of our team. We offer the opportunity to grow with us and gain experience of the inner working of a vibrant, lively and innovative charity.

You will be line managed by one of our Trustee Directors and work closely with our CEO and communications sub group.

How to apply?

Please complete the attached application form and provide a copy of your CV by noon on Wednesday 7 July 2021. Shortlisted candidates will be invited to an interview that will be held by Zoom within one month of the closing date.