



Social Media Volunteer Position Description

Purpose:

The Social Media volunteer works closely with Executive Director to create engaging content for BMAHC's social media presence, including keeping social media channels and electronic newsletters 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 BMAHC
- Keeping our social media Facebook channel 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 newsletter and social media
- Take part in meetings with the Executive Director
- Track the effectiveness of our social media work and recommend ways forward
- Test content and review its impact
- Keep up to date with BMAHC events and news, and choose what to promote through our social media feeds
- Ability to develop publicity materials is an asset
- Review our events and projects with a view to writing blogs about them

Relevant Skills, Competencies and Experience:

- An understanding of different types of marketing and communications media, including digital and social media
- Ability to communicate effectively, be articulate, with strong writing skills and the ability to feedback accurately
- Experience of using Microsoft Office, email marketing (i.e. Cyberimpact) and graphic design applications (e.g. Canva)
- Ability to transform small snippets of information into interesting and engaging stories suitable for Facebook and electronic newsletters, 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 attainable housing

Code of Conduct:

- I will perform my duties responsibly and impartially to the standards set out by BMAHC 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 as a volunteer. This information may include contracts, financial information, membership lists, staffing or personnel documentation and/or discussions about BMAHC business

Benefits:

- Development of communication and social media skills
- PR and marketing experience
- Data handling skills
- Use your skills and experience to contribute to the success of BMAHC and delivery of attainable housing in the community
- References to add to your CV
- Be part of a team and meet new people