



Volunteer Role: Social Media & Digital Marketing Officers

Could you harness the power of social media to make a difference?

Hours per week



2-4 hours per week (flexible)

Location



Include.org is a small but exciting charity based in Redhill, Surrey. Initial visits are recommended but the role can be carried out remotely.

Do you 'get' social media?

Do you have insight into which digital marketing strategies are effective? Or do you have a knack for creating / curating content?

Description



Include.org is developing its communications and marketing capabilities. There are a number of flexible roles which can be adapted to meet your interests, strengths and time commitment. :You could

- Manage specific campaigns
- Assist in creating and implementing a comprehensive Communications strategy across multiple channels
- Liaise with the team to ensure the social media strategy is in line with the charity's goals and values
- Assist in training Include Choir Members / Volunteers to become Brand Ambassadors
- Ensure there is a consistent messaging across all social media platforms.
- Monitor activity across the platforms
- Explore new platforms which could extend the organisation's reach

This opportunity will assist you in developing:

- Insight into charity media strategy
- Disability awareness
- Project development and management skills
- Leadership skills
- Real-life experience in the world of PR & Media

Training



Communication Disability Awareness training will be provided as part of the induction. Supervision and out of pocket expenses will be provided.

Essential: An inclusive attitude, enthusiasm, ability to prioritise and multitask, ability to work to deadlines, understanding of the role of social media/ email marketing, good IT skills, sense of humour, ability to plan and work independently, good English language skills, teamwork

What do you need?



Desirable: Experience of managing social media accounts, use planning tools like Hootsuite, experience in working with people with learning or communication disabilities, understanding of Disability Rights

For more info: email info@include.org or call Alix Lewer on 07446 897835 for a chat



www.include.org



<https://youtube.com/c/theincludechoir>



[@includechoir](https://www.instagram.com/includechoir)



www.facebook.com/includechoir/



[@includeorg](https://twitter.com/includeorg)