



Marketing & Social Media Volunteer
Volunteer Reports to: Social Media & Marketing Manager

Purpose: The Marketing & Social Media Volunteer will promote, develop and maintain Bee Busy Inc.'s (BBI) online presence in order to maximize BBI's impact and to promote the organization as widely as possible to the community we serve. This position will be working alongside staff members to help communicate externally and build relationships with potential and current clients.

Essential Duties and Responsibilities

- Help create and maintain a social media plan.
- Use social media to promote the activities and achievements of Bee Busy Inc.
- Keep our social media channels updated on a frequent basis.
- Engage and encourage 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, Instagram, Facebook, etc.
- Select relevant channels to reach our diverse audiences.
- Track the effectiveness of our social media work and recommend ways forward.
- Test content and review its impact.
- Keep up to date with Bee Busy Inc. events and news, and choosing what to promote through our social media feeds.
- Develop publicity materials and communication techniques to target communities who are under-represented.
- Visiting our projects and attend our events with a view to writing articles about them on our newsletter.

Requirements

- 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 and Excel and Adobe Photoshop
- Ability to transform small snippets of information into interesting and engaging stories suitable for Twitter, Facebook etc.
- The ability to work equally well in a team and unsupervised.
- An interest in, knowledge of or willingness to learn about health, public health and social care services.
- Must present a professional appearance and a friendly manner.
- Must be dependable and punctual.
- Be courteous and personable when dealing with the public.
- Be self-directed, willing to take initiative, and detail-oriented.
- Respect and maintain confidentiality of BBI's clients, volunteers, partners, and donors.



Training & Supervision

- Attends general volunteer orientation.
- A full induction.
- Full training on all aspects of the role.
- On-going support with an allocated person within the department.
- Regular volunteer meetings.
- Opportunities to become involved in other Bee Busy, Inc. activities.
- Training and supervision conducted by: Dexter Williams or designated trainer.

Evaluation

- All volunteers complete an evaluation regarding your volunteer experience with BBI.

Time Commitment

- 4 hours or more per week

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 Bee Busy, Inc.
- Experience of working with health and social care organizations.
- Knowledge and understanding of how health and social care services are planned delivered and commissioned.
- 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 the functions of Bee Busy, Inc.
- The opportunity to give back to your community and help change a life!