

Get experience in social media, marketing, communications, fundraising and charities!

Social Media, Communications and Marketing Volunteer - Role Description

Leeds Mencap is looking for enthusiastic volunteers who can help us raise more funds, engage more people in the community and create awareness of Leeds Mencap across Leeds.

This exciting role is varied and you'll get the opportunity to learn about fundraising, be involved in organising events and meet new people in your local community.

Leeds Mencap is a local, independent charity that helps people with learning disabilities across Leeds. Although affiliated to Royal Mencap Society, we receive no funding from them and need to raise all our own funds. Life is challenging and often isolating for people with learning disabilities and we are here to ensure families get the best advice and support they need so their children can fulfil their potential in life. For more information about Leeds Mencap, go to www.leedsmencap.org.uk

Please note – we are open to ideas that you have and based on your experiences, so if you are considering this role – please do contact us for an informal chat. You do not need to have experience of everything below to be good in this role.

Key Duties – may include

- Keeping social media channels updated, monitoring activity and responding to interactions (directly or through scheduling tools) – using **Twitter, Facebook, LinkedIn and Hootsuite**
- Supporting our overall social media strategy by encouraging others to comment and share and increasing our number of followers
- Make links to appropriate new individuals or organisations to build and sustain new relationships within our online community
- Writing content for marketing materials and communications (this could be something like a fundraising flyer or poster, a blog on our website, a marketing email or a report)
- Design of marketing materials using programmes **(like Publisher, Paint, CANVA)**
- Source content from staff and external contacts for news stories and social media
- Support service staff to keep social media up to date, improve marketing materials and promote our services
- Administrative support and research for fundraising campaigns and events



Skills/Knowledge/Attitude:

Volunteers should have some experience in social media, communications and/or marketing; however this doesn't need to have been in a paid role. You may have experience from volunteer work or personal interests.

Volunteers need to be friendly and approachable, with good communication skills and the ability to cope with a variety of demands.

Commitment:

Volunteers should be able to commit to 3 hours per week, for a minimum of 6 months, ideally longer.

This role requires volunteers to complete an enhanced Disclosure and Barring Service (DBS) check. There is no cost to the volunteer for this.

Travel costs and any additional expenses incurred will be reimbursed.

Please contact Caitlin Hazell for more information or an informal chat and to request an application form

0113 235 1331

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Leeds Mencap is an independent charity run by and for the people of Leeds.
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