



Role Description

Social Media Volunteer

The social media volunteers are part of our marketing team. These volunteers each contribute to content across our social platforms (Twitter, Instagram, Facebook). Through following guidelines, social media volunteers will schedule relevant content and spend time evaluating the success of our platforms.

Ideal commitment level

- 3 hours per month

Main tasks

- Attending monthly meetings
- Contributing to decisions about what content should be posted
- Ongoing engagement with Twitter replies and mentions
- Depending on the platform, creating content (photos for Instagram, short posts on Twitter, events on Facebook)
- Reflecting on analytics and how we can improve engagement
- Working to timeframes and deadlines to suit the marketing needs of the centre

Key skills

- Access to own computer
- Understanding of the Rising Sun's work and ethos or willingness to learn
- Understanding of the arts and culture scene in Reading
- Organisation skills
- Good communication
- Knowledge of social media
- Able to write engaging copy for social media