

# Volunteer role description

**Role Title:** **Digital Communications Volunteer**

**Responsible to:** **Communications & Digital Media Officer**

**Aim:** To provide quality social media and video to inform and support the unpaid carers of Bristol and South Gloucestershire.

**Main tasks and responsibilities**

1. Planning and executing social media strategies
2. Creating and publishing content to a variety of platforms
3. Interacting with carer communities and audiences.
4. Measuring results by tracking metrics and insights on each platform.
5. Increasing Carer Support Centre’s social media following
6. Conceiving, designing, shooting and editing short videos that will engage our carer communities and audiences.

In addition, you will be expected:

1. To carry out the responsibilities of the role with full regard to the Volunteer Policy.
2. To stay in touch with your supervisor and provide feedback when requested.
3. To provide two references.

**Person specification**

1. To have good writing and editing skills
2. To have experience of using social media
3. To have experience of planning and shooting short videos
4. To have experience of video editing software
5. To have good attention to detail.
6. To be able to maintain confidentiality.
7. To demonstrate reliability, responsibility and honesty.
8. To undertake an induction and participate in other training as required by the role.
9. To have a commitment to the project of at least six months.
10. To have an understanding of, and commitment to, Equal Opportunities.

Interested? Contact Communications and Digital Media Office, Adrian Robson @ [adrianr@carerssupportcentre.co.uk](mailto:adrianr@carerssupportcentre.co.uk)