

Social Media Volunteer

Summary

CPRE Buckinghamshire is an environmental charity dedicated to the protection of the countryside. We are looking for an enthusiastic and creative volunteer to help grow our social media presence.

What will you be doing?

Are you passionate about standing up for the countryside? Do you have professional experience in using Twitter, Facebook and other social platforms?

We are looking for an enthusiastic and creative volunteer to help raise awareness of countryside issues and support our campaigns through social media.

CPRE Buckinghamshire works to promote the beauty, tranquillity and diversity of the Buckinghamshire countryside by encouraging the sustainable use of land and other natural resources in town and country.

This is an exciting opportunity to join a friendly and passionate team, gain experience of working in the environmental sector and to use and further develop your social media skills.

Activities involve:

- Building our profile on Facebook and posting updates 2-3 times per week
- Adapt marketing content from National Office and developing new content and stories for Facebook and Twitter or other social channels
- Populate Hootsuite for Facebook and Twitter feed
- Contribute ideas to meet Facebook and Twitter 'reach' targets
- Tweeting and retweeting 2-3 times per week
- Research to develop supporters list for Mailchimp
- Investigating other innovative ways to maximise engagement on social media
- Creating graphics and building a bank of images that can be used on social media
- Identifying influential organisations and individuals to follow and link with on social media
- Analysis and monitoring of engagement using analytical tools
- Attending occasional events and posting follow up across social media

What are we looking for?

Ideally, we hope that you can offer us most of the qualities described below:

- Knowledge of and interest in environmental issues and sympathy with CPRE views
- Professional experience (at least three years) of and interest in using social media platforms
- 3-5 hours a week, either in or out of office hours
- Excellent communication skills with the ability to write compelling content and communicate complex ideas simply and succinctly
- Good computer skills
- Graphic design knowledge

- Project and campaign planning skills

What difference will you make?

This is an opportunity to be part of a professional and dedicated organisation working to protect the Buckinghamshire countryside, which is currently under huge threat from damaging development. Through raising our social media profile, we will be able to spread our campaign messages wider, reach more people, recruit more members and better support local communities in protecting their green spaces.

What's in it for the volunteer?

This is an exciting opportunity to use your social media skills to make a big impact on a small charity. Our branch is a small and new one but CPRE is a national organisation, so you will also benefit from being part of something larger and the opportunity to meet like-minded people. You will join a friendly and highly-engaged team, gain experience of working in the environmental protection sector and further develop your social media skills.

A few more details

The role is voluntary although we will pay all out-of-pocket expenses with prior agreement, in line with our Volunteers Policy.

Our branch office is in Monks Risborough, so you have the choice to either work from here or work at home. We keep in regular contact via phone and/or email to discuss progress and to provide support. You would also be encouraged to attend group meetings.

To explore further, please contact our branch manager on janet@cprebucks.org.uk or ring us on 01844 348829.