Social Media Volunteers Needed at ECHO

**Do you have social media skills and a spare few hours a week?**

*Help us to spread the message of ECHO to those who need us through social media posts!*

With more and more people turning to online methods of reaching support we need help developing our social media profiles on: Facebook, Instagram, Twitter, LinkedIn and in the future, Snapchat.

We are looking for a team of 4-5 enthusiastic people who can work together, remotely, to help us grow and develop our social media presence.

The team will consist of:

- **1 x Social media volunteer coordinator**: Office based 4-6 hours per week
- **4 x Social media volunteers**: Home based 4-6 hours per week (each for a specific social media platform)

Each role will be slightly different but will all help us to:

*Moderate and Post on the pages, select images, write plans, policies, increase fundraising ability, grow following, increase support to members, develop Dads group, keep up with the times.*

We will hold interviews for these roles in September. If you are interested in one of the roles here is how you apply:

- Send us a cover letter (no more than one side of A4) telling us what social media platform you are interested in helping us with, what experience you have and how you would make a different to the ECHO team
  - Closing: **31st August 2018 5pm**

You may be invited to carry out a short online test for this role and attend an interview in the ECHO office or online.

**What’s involved?**

- You’ll share a selection of ECHO graphics, articles and new posts about what we do
- You’ll help to signpost to ECHO for support
- You’ll feedback about your social media posts and how valuable people have found them
- You’ll help to develop future online content packs for volunteers with your feedback and input from the ECHO team.
- You’ll review the current page and look at how other charities and organisations best use their pages, ensuring we are raising awareness, funds and creating an online presence
- You will make recommendations on how to raise funds and awareness using our pages
- Set a target with ECHO on the number of people supporting our pages
- Become part of the ECHO community with regular online meetings to discuss our social media platforms

ECHO is a Registered Charity No. 1146494  [www.echo-uk.org](http://www.echo-uk.org)  [@echo-uk.org](mailto:@echo-uk.org)
- Signposting people to advice organisations or to the ECHO website
- Reviewing posts/photos/content

**What will you get out of it?**
- You will be there to signpost Heart Parents and families to the support they need and raise awareness of Child Heart Disease in the community.
- It’s a chance for you to give back to your online community without leaving the comfort of your sofa or to join us in our office near the Evelina London and better develop our social media pages.
- You’ll have the chance to develop your IT and communication skills along the way and to help with developing our social media posts. We use a project management tool ‘Trello’ that can be accessed from the office or remotely.
- Access to free online or training
- Opportunity to use your volunteering on your CV/linked in profiles

**Are you eligible to apply?**
- Yes, if you are at least 18 years old
- ECHO offers equal opportunities to everyone who wants to volunteer
- Perhaps you’re a student looking to help out in your community while at the same time using and improving your social media skills, or perhaps you have experience in a professional capacity and want a new challenge, you might be a marketing individual with some free time or a current ECHO volunteer interested in helping us

**What skills will you need?**
- A good knowledge of at least one social media platform: Facebook: Instagram: Twitter: LinkedIn: Others?
- Access to a computer, tablet, or phone with internet access
- Excellent writing skills
- Excellent online communication skills
- A friendly personality

**How will we support you?**
- As well as the ECHO volunteering handbook, you will have regular monthly contact with us to provide you with support and guidance.
- The role is very flexible. You will be required to share the content for our pages but when you decide to do this is up to you. We do require all our volunteers to report once a month on their activity by completing an online form.
- Travel to the ECHO office will be reimbursed
- Invited to volunteer social event each year in London
- ECHO training available