

Volunteer Role: + Social Media Officer



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As a Social Media Officer for our mental health in sport project, you will be responsible for managing our online presence and leveraging social media platforms to raise awareness, engage with our audience, and promote our initiatives. Your creativity and strategic thinking will play a key role in amplifying our message and reaching a wider audience. Here's what you'll be doing:

Essential Job Functions

Content Creation: Develop engaging and informative content for our social media platforms, including Facebook, Twitter, Instagram, and LinkedIn. This may include graphics, videos, blog posts, and other multimedia materials.

Community Engagement: Interact with our followers, respond to comments and messages, and foster a sense of community on our social media channels. Encourage participation and dialogue around mental health topics.

Campaign Management: Plan and execute social media campaigns to raise awareness about mental health issues in sports, promote events and initiatives, and drive engagement with our organization.

Analytics and Reporting: Monitor the performance of our social media efforts using analytics tools and provide regular reports on key metrics such as reach, engagement, and follower growth. Use insights to inform future content and strategy.

Collaboration: Coordinate with other team members to align social media activities with overall organizational goals and initiatives. Collaborate with volunteers, partners, and influencers to amplify our message.

Experience

- Proficiency in using social media platforms, including but not limited to Facebook, Twitter, Instagram, and LinkedIn.
- Strong writing and editing skills, with the ability to create compelling and concise content.
- Creativity and a keen eye for visual design.

- Familiarity with social media management tools and analytics platforms.
- Ability to work independently and manage multiple projects simultaneously.
- Passion for mental health advocacy and a commitment to our organization's mission

Benefits

- Opportunity to use your social media skills to make a positive impact on mental health awareness in the sporting community.
- Gain hands-on experience in social media management, content creation, and digital marketing.
- Showcase your creativity and contribute to meaningful campaigns and initiatives.
- Join a team of volunteers dedicated to making a difference.
- Flexible scheduling and the chance to work remotely.

Working Conditions

We anticipate that this role will require about 8-10 hours (working from home) a month plus any events you would like to attend.