



Volunteer Opportunity Social Media Assistant

Are you really comfortable with social media? Do you have a passion for nature? We need help with the day to day running of our social media channels. Can you help us make a difference through 'storytelling' so that we can create a greater awareness of the beauty and value of the natural world?

Why Northumberland Wildlife Trust needs you?

NWT's aim is to bring people closer to nature so they learn to understand, value and protect it. Social media has become a key part of people's lives and how they share information so we need your help to spread the word and make those emotional connections if we are to protect wildlife in the North East.

What's involved?

- Writing and posting new content (planned and ad hoc)
- Testing and monitoring new techniques to build profile and engagement
- Acting as a first-line responder to social media posts using the Trust's Frequently Asked Questions guide
- Researching competitors and trends
- Office-based at Gosforth, or working from home

What skills, qualities and experience do you need?

- Knowledge and experience of social media – especially Facebook, Twitter, Instagram and Linked-In, Hoot suite
- Creativity - we want to test and try new ways of doing things
- Excellent command of English and a good eye for detail (especially for proof-reading)
- Organised and systematic as we will be scheduling content and monitoring impact
- Comfortable working as part of a team (Marketing team, with project teams and with a digital marketing agency)
- Knowledge of wildlife

If you've been a digital marketer or a media student or studied marketing at University, we'd love to hear from you.

What you might get out of being involved:

- Joining an enthusiastic team to find new friends and to have fun
- Develop your communications skills and have the satisfaction of turning 'likes' into real involvement
- See your talent displayed across different media!
- Making a difference, 'saving the planet' and helping to bring about change to protect the natural world
- Learn more about wildlife

How much time will you be expected to give?

Usually a minimum of 1 day per week to fit around your other commitments. Office hours are Monday to Thursday 9am to 4:30pm and Friday 9am to 4pm.

Other information

- Must be over 18
- Full training will be given
- Vehicle mileage or public transport costs will be refunded
- Option to take part in other opportunities, training and social events within NWT

This role was inspired by the 2020 Vision project, which is funded by the National Heritage Lottery Fund thanks to National Lottery players.

