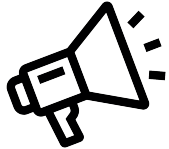




Social Media

This role is all about showcasing the great work which we do to our audience and potential audiences.



The role includes increasing our visibility online. Deciding what pictures would make great content to post, posting content, getting our audience to interact with us and helping us build an audience.

What skills do I need?



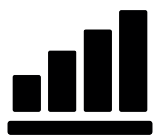
You will need the ability to think of interesting and unique content in order to increase engagement, reach and conversion rates through our social media channels.

You will need the capacity to write content for captions which are thought provoking, uplifting and educational in particular you will need the willingness to learn about the educational sector, homeschooling, black history, children's education, third sector and volunteering.

You will need a good understanding of social media trends and platform capabilities. We would expect you to browse Instagram for potential collaborations, ideas we could emulate and social media tools which could help improve our profile.

What will you gain?

You will gain real experience working for a fast paced social enterprise
You will learn how to fully use social media platforms
You will gain experience in how social media campaigns work
You will gain marketing experience



Training and support

You will be given full training on our database's which we use
You will be supervised throughout your volunteering experience
You will be offered to go training courses throughout the year
You will be given feedback/ coaching throughout your volunteering
You will be given induction training to get you up to speed

