

Volunteer Role Description

Social Media Volunteer for Evesham Dementia Action Alliance (EDAA)

Role:

A Social Media volunteer to promote, develop and maintain an online presence for the Evesham Dementia Action Alliance (EDAA) in order to let people within Wychavon know what events and activities are taking place locally for people living with dementia and to signpost them to other organisations that can offer help and support.

Key Tasks

- Help create and maintain a social media plan
- Keep up to date with the activities and events organised by the EDAA and other member organisations and use social media to promote them
- Select relevant social media channels and keep them updated on a frequent basis
- Encourage others to comment on our posts and share them
- Ensure that communication reaches a wide range of local stakeholders
- Track the effectiveness of our social media work and recommend ways forward.
- Test content and review its impact.

Relevant Skills, Competencies and Experience

- To be empathetic towards the community of people living with dementia
- An interest in, knowledge of or willingness to learn about dementia and the impact it has on people who are themselves living with dementia or caring for someone who is affected by dementia
- An understanding of different types of marketing and communications media, including electronic and social media.
- To be able to communicate effectively, be articulate, with strong writing skills and the ability to feedback accurately
- Ability to transform small snippets of information into interesting and engaging stories suitable for Twitter, Facebook etc.
- Ideally a resident of Wychavon
- Good understanding of confidentiality
- The ability to work equally well in a team and unsupervised

What support will you be given?

- Coordination with other EDAA admin team members
- Regular updates from Wychavon County Council and Public Health Worcestershire about the support that is available for people living with dementia
- Regular volunteer meetings

What are the benefits of being a Social Media Volunteer?

- Development of communication skills
- PR and marketing experience
- Social media development skills
- Use your skills and experience to contribute to the support offered locally to people living with dementia
- References to add to your CV
- Be part of a team of volunteers and meet new people
- Increase your confidence and gain new skills
- A valued team member of EDAA, in helping us to become a valuable resource for local people