



# Arc Volunteer Role Description

**Role Title:** Volunteer Social Media Assistant

This role is very important because you will be helping us to raise our profile locally and to connect with more customers, visitors, participants and organisations in Stockport, Cheshire and Manchester. Ultimately we hope to gain customer loyalty through our consistent brand, advocate voices, high quality events and promotion of them.

This will involve as little or as much time as you can offer. Full training and support will be provided, and many of these skills could transfer to employment or to your own arts business.

**Where:** From home (occasionally from Arc)

**When:** Flexible

**Duration:** Ongoing

**What will you be doing:**

- Sharing Facebook posts and pictures, joining groups and posting to pages.
- Helping to promote events and the work Arc does.
- Working within a team to create social media (SM) & website content, from downloadables such as colouring in sheets and art challenges, to posters, photos, videos and memes.
- Creating and uploading engaging content (eg photographing, editing, writing) to various sites - tweeting on Twitter, pinning to Pinterest, uploading to/hashtagging on Instagram and posting on Facebook.
- Working within a team to to develop and run online campaigns (large and small).
- Evaluate effectiveness of and implementing and suggesting adjustments to content.

**What will you gain:**

- Induction, training and on-going support from Arc staff
- Development of communication/writing skills, "online voice", digital and technical skills
- Development of skills such as using SM, photography, video, graphic design, photo editing

	<ul style="list-style-type: none"> <li>· PR and marketing experience with an arts organisation</li> <li>· Basic data handling and analysis skills</li> <li>· The opportunity to be an advocate and a voice for a charity, helping us to achieve our goals</li> <li>· Use your skills and experience to contribute to the success of Arc across Gtr Manchester</li> <li>· Experience of working with an arts and health organisation</li> <li>· Skills to add to your CV or put into practice</li> <li>· Knowledge and understanding of how health and social care services are planned, delivered and commissioned</li> <li>· Being part of a team and meeting new people</li> <li>· Increased confidence!</li> </ul>
<b>What will you offer:</b>	<ul style="list-style-type: none"> <li>· Some existing computer experience and at the least some personal/limited SM use (we use Apple Macs at Arc but we do not expect you to be familiar with them already, training provided) Home internet and computer essential.</li> <li>· Enthusiasm and creativity!</li> <li>· A willingness to learn about Arc's programmes – Challenge, outreach and external fairs and events – and where to direct enquiries about them.</li> <li>· A willingness to follow guidelines regarding health and safety; equal opportunities; boundaries and confidentiality.</li> </ul>
<b>Notes:</b>	<p>A DBS check is not required for this role.  Two references are required for this role  Proof of Identity is required for this role.</p>
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<b>Role prepared by</b>	Lucie Fitzpatrick
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