

Role Description

Social Media Volunteer

Role - a Social Media volunteer to promote, develop and maintain our online presence in order to maximise our impact and to promote ourselves as widely as possible to the local community.

Key Tasks

- Help create and maintain a social media plan
- Use social media to promote the activities and achievements of Healthwatch Derbyshire
- Keeping our social media channels updated on a frequent basis
- Encouraging others to comment on our posts and share them with others
- Ensure that communication reaches a wide range of local stakeholders and diverse audience
- Develop and manage content for our website and social media, such as Twitter, Pinterest, Facebook & YouTube
- Select relevant channels to reach our diverse audiences
- Track the effectiveness of our social media work and recommend ways forward.
- Test content and review its impact.
- Keeping up to date with Healthwatch Derbyshire events and news, and choosing what to promote through our social media feeds
- Develop publicity materials and communication techniques to target communities who are under-represented
- Visiting our projects and attend our events with a view to writing articles about them on our blog

Relevant Skills, Competencies and Experience

- 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
- Experience of using Microsoft Office, including Word, Excel and Outlook
- Ability to transform small snippets of information into interesting and engaging stories suitable for Twitter, Facebook etc.
- Ideally a resident of Derbyshire
- Good understanding of confidentiality
- The ability to work equally well in a team and unsupervised
- An interest in, knowledge of or willingness to learn about health, public health and social care services in Derbyshire

What support will you be given?

- A full induction
- Full training on all aspects of the role
- Regular updates from Healthwatch Derbyshire
- On-going support with an allocated person from Healthwatch Derbyshire
- Regular volunteer meetings
- Opportunities to become involved in other Healthwatch Derbyshire activities.

What are the benefits of being a Social Media Volunteer?

- Development of communication skills
- PR and marketing experience
- Social media development skills
- Data handling skills
- Free training relevant to the role will be provided
- Use your skills and experience to contribute to the success of Healthwatch across Derbyshire
- Experience of working with health and social care organisations
- Knowledge and understanding of how health and social care services are planned delivered and commissioned
- References to add to your CV
- Be part of a team of volunteers and meet new people
- Increase your confidence and gain new skills including on-going development and training
- Understanding of the functions of Healthwatch.

... and you will be ...

... a valued part of HWD, in helping us to become an influential and effective patient and public voice.