

**Title:** Social Media and Marketing Volunteer

**Reporting to:** Development Manager

**Duration:** 3 months, one day per week

**Based at:** Sycamore Gardens, Hammersmith, with the option to work from home

**What we offer:** Access to relevant training opportunities, a great opportunity to develop existing skills and to gain new ones, reasonable out-of-pocket travel and lunch expenses

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## 1. About UNITED in Hammersmith and Fulham

UNITED in Hammersmith and Fulham is a new initiative which has been created by two long established trusts serving Hammersmith and Fulham respectively. Hammersmith United Charities (HUC) and Dr Edwards and Bishop King’s Fulham Charity (DEBK) are grant making trusts who work to “relieve need” in their respective areas. 18 months ago, as part of their joint 400<sup>th</sup> anniversary, they came together to create a new entity to rebuild the tradition of local philanthropy which has made their work over the last four centuries possible.

As a place based “giving scheme”, we are part of a network of organisations with similar ambitions across London supported by London Funders – you can read more about the movement here <http://www.londonfunders.org.uk/what-we-do/london-funders-e-bulletins/project-groups/place-based-giving>

Over the last year, we have undertaken a programme of work to establish our new charity. We now have the core infrastructure in place. We have also established a small grants programme aimed at bringing people in the borough together to strengthen their bonds as neighbours.

We are now moving into the next phase of the development of UNITED. This is where we undertake an energetic and substantial fundraising programme. We want to engage with the general public and a wide range of donors so that local people feel a strong connection with UNITED. In 2019 we will be looking to raise money from local businesses, local community groups and individual residents.

You can read more about UNITED here <https://unitedhf.org/>

## 2. About you

The role is very much about communicating externally to build relationships. You will support the Development Manager in establishing a marketing strategy including social media and innovative ideas to promote the charity's profile and take an active part in the execution of the strategy.

You will be a new graduate from a marketing course, a more experienced marketer who is on a career break, or someone who is looking for wider experience in a new field. You would preferably be:

- Bright and passionate
- Have a passion for marketing and social media, with an eye for great design
- Experienced in using online tools to generate interest in a cause
- Confident, positive and forward thinking
- Interested in helping to promote the amazing borough

We also accept candidates currently seeking an internship programme through their college or university as part of their module.

## 3. Role and responsibilities

### Social Media:

- Keeping social media channels updated and relevant (Facebook, Twitter, Instagram, LinkedIn NextDoor) by scheduling (Hootsuite); ideally mixing own curated content with reused and repurposed content relevant to the cause
- Encouraging others to comment on our posts and share them with others - Increasing the numbers of people following our posts, and traffic to our website
- Responding to incoming messages and comments on all social platforms
- Help us understand what content is performing best by reporting on performance metrics of social media posts and ads

### Website:

- Updating the 'News & Events' section of the UNITED website (WordPress)
- Scouting for unique local events to promote in the 'What's On' section of the UNITED website
- Optimising the back end of pages to make each more easily found by internet users
- Administering Google Ads grant to generate website traffic and for targeted events/campaigns when relevant

**Email:**

- Planning and writing a quarterly newsletter for the email list (MailChimp), based on the activities, a profile of a member of staff or a volunteer, or another aspect of UNITED's recent activities

**Design:**

- Conceptualising and creating content (Images/Videos) to make Social Media posts visually appealing (ideally with Canva and/or InDesign)
- Create creative graphic designs for advertisements, website, posters, banners, signs, and special events

**Additional:**

- Other projects as needed by the Development Manager

**4. Person Specification**

	Essential	Desirable
<b>Qualifications</b>		
Marketing / social media qualification	X	
<b>Skills</b>		
Strong communication skills – with excellent grammar	X	
Excellent IT skills including MS Office, WordPress	X	
Proficient in social media platforms: Facebook, Instagram, LinkedIn, Twitter	X	
Experience with Google AdWords, Facebook Grants		X
Aptitude for working in a start-up environment	X	
Research skills	X	
Live reporting / blogging for key events	X	
Design skills, e.g. Canva, InDesign, MailChimp		X
<b>Experience</b>		
Previous experience of marketing/social media through education, work or volunteering	X	
Previous experience of working in a charity		X
Previous experience of start-ups / new campaigns		X
<b>Personal skills</b>		
Confident communicator	X	
Able to take initiative and responsibility	X	

## 5. How to apply

Please send us a CV with a covering letter explaining how your experience matches the person specification on the next page and highlighting what you think you will bring to the role. Please also indicate any periods when you would be unavailable for interview in February, any notice periods, and include the names of two academic or work referees with details of whether you would be happy for us to contact them before interview. You can send this by email to [team@unitedhf.org](mailto:team@unitedhf.org) with 'UNITED Volunteer Application' in the subject line - by 23:59hrs on Sunday 3<sup>rd</sup> February, 2019.

If you would like an informal conversation about the role, please email [team@unitedhf.org](mailto:team@unitedhf.org) to arrange a time to speak with Savraj, the Development Manager.

## 6. General Data Protection Regulations

By submitting your application to UNITED in Hammersmith and Fulham you are consenting to the processing and storage of your personal data in order that you can progress through our volunteer recruitment and management process.

We will never sell your data however we are obliged by law to inform you that should we be required to we may share your data with external agencies. This may include but is not limited to UCheck (a service for managing and processing Disclosure & Barring Service clearance applications), Hammersmith United Charities (one of our founding partners who provide support services to UNITED in Hammersmith and Fulham) and our HR Advisors. We will also, as required, contact those individuals named as your referees to confirm your suitability for the role you are applying for. Your data will only be used for your volunteering role and to comply with our statutory and legal obligations.

If your application is unsuccessful we will retain your information for 1 month; after this date it will be safely destroyed. If your application is successful we will retain your information for the duration of your commitment and up to 6 years after you cease volunteering.