



## **ROLE DESCRIPTION**

### **Social Media Assistant Volunteer Role**

#### **Role Details**

- Location:** Rehoming Centre, Sedgley
- Responsible to:** Centre Coordinator
- Hours:** Flexible, ideally a minimum of 4 hours a week

#### **Role Purpose**

We're looking for someone with social media experience to help us promote our rescue work, enabling more reptiles find their perfect home.

You will need to be enthusiastic, creative, and happy to work as part of a small team, occasionally helping out with other tasks when needed. Most importantly, you must enjoy being around reptiles!

#### **Key Tasks**

- Help with writing creative content - transforming small snippets of information into interesting and engaging stories suitable for our social media channels.
- Help to increase engagement with our Facebook page and encourage new followers.
- Support with the creation of fun video content for Facebook, Tik Tok and YouTube.
- Assist with creating and maintaining a social media plan - support with reviewing and suggesting ways forward.
- Help identify social media trends we can utilise to grow our audience and increase our impact.
- Learn about the rescue and rehabilitation work we carry out in order to ensure content is relevant and has a consistent voice.
- Use scheduling software such as Hootsuite or Later to plan social media content.
- Assist in taking photographs of the reptiles for the rehoming pages and general marketing.

## What support will be given?

- Training and support to get you up to speed with our current social media accounts.
- Induction to learn about the work we do at our rehoming centre to give you a thorough understanding of our aims and ethos.
- Regular review meetings with the centre coordinator in order to agree tasks, receive feedback and raise queries.
- Opportunities to become involved in other Proteus Reptile Trust activities.

## What are the benefits of volunteering with us?

- Develop your communication skills.
- PR and marketing experience.
- Social media management experience.
- References to add to your C.V.
- Experience of working in the charity sector
- Experience of working in an animal rescue organisation.
- Use your skills and experience to contribute to the success of Proteus Reptile Trust.

...and you will become part of our small, friendly team; making a difference, raising awareness, and finding loving homes for our rescued reptiles.

## Applying to be a social media volunteer

If you're interested in applying for this role, send us an email with your details, telling us a bit about your experience with social media and how you'd like to help.

Send your email to: [proteusreptiletrust@gmail.com](mailto:proteusreptiletrust@gmail.com)