**Hamilton Citizens Advice Bureau**

**Social Media Volunteer Role Description**

Closing date 31st January 2025

If interested contact:

[enquiries@hamiltoncab.casonline.org.uk](mailto:enquiries@hamiltoncab.casonline.org.uk)

**Main responsibilities:**

As a social media volunteer, you will work with the Chief Officer to create and share content on our social media platforms to increase our brand awareness, visibility, accessibility and engagement. You will also help us seek out new social media opportunities and new ways to connect with our community.

**Tasks include:**

* Ensure that there are regular posts and content across all our social media platforms
* Contribute to the creation of our annual content calendar
* Increase followers to our various channels by aligning our brand, aims, principles and content with our target demographic
* Track the effectiveness of social media posts and campaigns by using platform analytics. Analyse the statistics to improve future posts and campaigns.
* Attend training as appropriate to the role

**Skills and Experience required:**

Essential:

* Experience and knowledge of using Facebook, X, LinkedIn and Instagram
* Proficient in MS applications (Word, Excel, Publisher)
* Creativity and a desire to apply it towards social media
* Ability to work independently as well as in collaboration with others as part of a team
* Good organisational and time management skills, with the ability to work towards set deadlines
* Commitment to the CAB aims, principles and policies, including confidentiality and data protection
* Excellent literacy skills

Desirable:

* Experience of designing and creating content on Canva.
* Experience of using social media tools for promotion, brand awareness and impressions
* Experience of social media platform analytics or similar, to analyse the impact of campaigns