

# Social Media Volunteer: Marketing Team

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**Where?** FareShare UK, Unit 7 Deptford Trading Estate, Blackhorse Road, London, SE8 5HY

**How often?** Ideally, our social media volunteers will volunteer two or three days each week. However, this is flexible.

**When?** Monday-Friday, 9:00-17:00

**How Long?** To get the most out of these opportunities we would normally expect you to volunteer for a period of around three months but this is flexible.

Please mind that this is a volunteering role, it is not a paid position.

## Why we need you:

Social media is vital to raise FareShare's profile and strengthen our brand amongst the general public, the food industry, our charity members, the media and other stakeholders. The marketing team also protects and promote the FareShare brand, its values and aim to ensure consistency in the way the brand is communicated across the FareShare network. This role is vital in strengthening FareShare's ability to promote its work and the issues of food waste and food poverty.

## What will you be doing?

- Create and publish engaging content across FareShare's social media profiles
- Maintain social media account
- Support the marketing team with the social media growing strategy
- Engage with the community of supporters across all platforms
- Report on metrics and offer recommendations on how to improve it
- Create monthly reports that demonstrate the performance of the social media strategy

## We need you to have:

- Knowledge and expertise in social media management
- Experience creating social media content
- Experience creating compelling reports
- Good time-management skills
- Experience using social analytic tools is desirable
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## What will you get out of it?

- Support and supervision from the Marketing Manager
- An induction and ongoing training for the role
- A fun and friendly place to volunteer
- The opportunity to take on new challenges

- A reference for those who have satisfactorily committed to at least 3 months
- The opportunity to support a great cause and give something back to your community
- The opportunity to gain experience or utilise and build on the skills you already have of working in an office and working for a charity.

To apply for this position you will need to send a cover letter to [meritxell.jimenez@fareshare.org.uk](mailto:meritxell.jimenez@fareshare.org.uk), explaining why you are interested in this role. Please also ensure you include your contact details on this cover letter. You will be required to attend an informal chat about the role to ensure it is a good fit. We also offer a trial period to ensure that the role works for both parties.

If you need any other information about the role or recruitment process, please feel free to email at [Meritxell.jimenez@fareshare.org.uk](mailto:Meritxell.jimenez@fareshare.org.uk) for more information.