



Social Media Intern/Volunteer

Why do we need you?

Knowsley Disability Concern (KDC) has been supporting local people who face challenges by reason of their disability for more than 30 years.

Originally established in 1977 as a service for adults with learning disabilities, KDC has developed and evolved into a modern, forward-thinking agency specialising in delivering services to support local people to live independent lives in their communities.

Operating from a small office base in Huyton, we provide a free information, advice and signposting service and free advocacy services for vulnerable people who need support to speak up and have their views and wishes heard. We also deliver a comprehensive support service to enable people to use Direct Payments to manage their own care and support needs.

We need you to help develop and support our communication strategy, specifically related to web, social and digital media content.

The role offers the right person a unique opportunity to make a real difference to the work of our charity through helping us reach out to the right people, improve our reputation and general awareness of our work plus enhance our fundraising activity through online channels.

What will you be doing?

You will be working with the Manager, Administration Officer and project teams to develop content for the website and harness engagement opportunities through digital and social media platforms including Facebook and Twitter.

The role includes:

- Sourcing, planning and updating content for the KDC website, particularly video
- collecting images and filming events, stories etc.
- Posting daily content on all KDC social media channels
- being the 'voice' of Facebook, Twitter and LinkedIn communities and responding to conversations across those channels
- Keeping a record of all social media statistics

You will have the opportunity to work on events, design flyers, posters and other marketing materials and get involved in wider PR activity.

What skills and attributes do you need to have?

- Enthusiasm for the Charity's vision and a positive attitude that reflects our values
- Excellent knowledge of digital platforms and social networks
- First class literacy skills
- Working knowledge of Alt Tags, Google+, Google Insights and Google Analytics and search engine optimisation techniques.
- Good organisational skills with a keen eye for detail and an ability to maintain records
- Respect and understanding of confidentiality and processes for treating information appropriately
- The ability to work well with staff and other volunteers as part of a team but also on your own initiative.
- A commitment to and an understanding of disability issues, equal opportunities and diversity.

How much time do you need to commit?

We are looking for someone to commit to volunteering for a minimum of 1 day per week. For the right candidate we will of course be flexible on the days and times you are available.

What support will you be given?

A dedicated member of staff will guide and support you in your work and you will receive supporting materials and a full induction to the charity.

You will be reimbursed reasonable expenses for travelling to and from the workplace.

What benefits can you expect?

- The satisfaction of knowing you are making a valuable contribution to enable KDC to deliver its Mission: *to provide high quality, innovative services that support disabled people to exercise their rights, have choice, control and achieve independence*
- The opportunity to put your social media skills to good use and develop new skills in the areas of marketing, communications and events planning
- The chance to gain professional experience in the exciting social media field

Where will you be based?

Much of the work can be undertaken from home, or any other remote location, however, initially you will be based in KDC's offices at 263a Tarbock Road, Huyton, L36 0SD.

Interested? - what do you do now?

All you need to do is send us your CV and a few lines about why you are interested in this role to recruitment@kdc.org.uk alternatively fill out our simple application form by logging onto <http://www.kdc.org.uk/volunteering-opportunities/>

For more information about this or any other volunteering role, call 0151 480 4090