



Social media and communications volunteer

This would be a great opportunity for anyone interested in developing their knowledge and experience of charity fundraising and wanting to give their time to impact on the lives of children and women living in poverty.

We are currently looking for innovative Social Media and Marketing volunteer/s to help us raise awareness of Awamu's work, increase public support for our organisation and promote sales from our online shop.

Working with the director and other key members of the team, this role will be responsible for developing Awamu's social media channels, and for shaping and sharing quality content that communicates our work.

The role will cover a range of Social Media duties, from running and developing social media channels, to using your creative skills to develop and expand our community and using online software to manage and monitor content.

Key responsibilities:

- Work closely with the Director and team to plan, coordinate, schedule and manage social media activity across channels including: Twitter, LinkedIn, twitter, Instagram and Facebook.
- Liaise with contacts in Kampala to develop social media content. Encouraging Awamu and Together teams and supporters to create content and share their excitement and stories.
- Monitoring of Awamu's social media channels, responding to queries and engaging in conversation, as required.
- Regular monitoring of partner and industry updates and feeds, sharing and commenting on those that support the work of Awamu
- Attending Awamu events (including Together) and using applications to capture what happened.
- Managing search engine optimization, Facebook/google ad campaigns, analysing key metrics and tweak strategy and refining activity based on effectiveness.
- Sourcing and optimising images using Photoshop.
- Regular monitoring and reporting on the effectiveness of Awamu's social channels, delivering monthly reports on social media activity and engagement.
- Where appropriate, work on other digital and social media activity and project related tasks as defined by the Director.

The ideal candidate will:

- be a whizz on social media and understand exactly how best to interact with our audiences.
- have basic design skills on photoshop (advantage).
- have excellent organisational skills.
- be creative and not shy in bringing ideas to the table.
- have the ability to follow instructions, and have an eagle eye for detail.
- have excellent written English and strong verbal communication skills.
- need to have the ability to work under pressure, and to keep a cool, calm head!
- have a passion for telling peoples stories and be committed to the aims and values of Awamu.
- you will need to have a friendly and positive spirit.

Start date/hours: The position is to start immediately and we are hoping for a minimum commitment of 1 day a week (flexible day/hours).

Recruitment Method: CV, informal discussion with Director/s.

This would be a great opportunity for anyone interested in developing their knowledge of charity fundraising, or wanting to give their time to impact on the lives of children and women living in poverty.

The role will be home based with meetings via Skype, and would suit someone with some admin experience/PC literacy.

To apply, please send your CV and Covering Letter to emma@awamu.co.uk by 30 April 2017.

Please note that this is an unpaid position, but Awamu will cover reasonable expenses rising from the work, including travel to any meetings and lunch