

VOLUNTEER OPPORTUNITY · ORCD UK

Social Media Lead

Build the digital voice of Afghanistan's most established humanitarian organisation, from scratch, with real impact.

Remote · 5–7 hours/week · Flexible · **Immediate start**

\$100M+

Delivered since 2012

UN ECOSOC

First Afghan NGO

7 UN

Agency partners

34 Provinces

Across Afghanistan

This is not a generic charity volunteer role.

ORCD has delivered over \$100 million in humanitarian aid across Afghanistan since 2012. It is the first Afghan NGO with UN ECOSOC Special Consultative Status. Its partners include UNICEF, WFP, and WHO. ORCD UK is new in the UK. We have no social media presence but what we have is an extraordinary story, a clear strategy, and a ready-made toolkit and we need someone with the skills to tell it.

The Role

As ORCD UK's founding Social Media Volunteer, you will be responsible for building the organisation's presence on Instagram and LinkedIn from zero, and for growing an audience of donors, diaspora supporters, trustees, and NGO partners in the run-up to ORCD UK's first Ramadan campaign. You will not be starting from a blank page. ORCD UK has prepared a complete Social Media Toolkit with a 12-week content plan, 30+ ready-to-post captions, Canva design instructions, a hashtag strategy, and WhatsApp broadcast guidance. Your job is to execute it and to bring your own creativity, judgment, and digital instincts to make it impactful.

What You'll Actually Do

Week to week:

- Create and schedule 4–5 Instagram posts per week using ready-made copy and Canva templates
- Post 2–3 times per week on LinkedIn with a more professional tone
- Manage ORCD UK's Instagram Stories daily, polls, facts, countdowns, quotes
- Build and maintain a WhatsApp broadcast list sending 1–2 messages per week
- Monitor comments and DMs, respond or flag to the ORCD UK Lead

Monthly:

- Report key metrics to the ORCD UK Lead: followers, engagement, reach, link clicks
- Update the content calendar for the coming month
- Create new Canva templates as new content needs emerge
- Coordinate with the Communications Volunteer on captions and copy
- Attend a monthly check-in with the ORCD UK Lead (30 minutes, online)

Who We're Looking For

Essential	Desirable
Active Instagram and LinkedIn user, you know how the platforms work	Experience managing social media for a charity, brand, or community organisation
Confident using Canva (free version) to create simple graphics	Knowledge of Islamic giving culture, Zakat, Sadaqah, Ramadan fundraising
Reliable you can commit to 5–7 hours per week consistently	Understanding of the Afghan community in the UK
Self-motivated you can work independently from a written brief	Experience with scheduling tools: Buffer, Later, or Meta Business Suite
Cares about humanitarian work and Afghanistan	Photography or video editing skills (for future content)
Comfortable with ORCD UK's values: Afghan-led on the ground, honest, respectful	

What You Get

<p> Real impact Your work directly builds donor trust and enables ORCD UK's first Ramadan campaign, reaching Afghan families who need help</p>	<p> Portfolio piece Build a charity social media presence from zero to launch, a compelling portfolio piece for any communications or marketing career</p>
<p> Credible reference A written reference from the ORCD UK Director of Operations and Chair of the Board, on request</p>	<p> Full toolkit provided You won't face a blank page. A complete Social Media Toolkit, content calendar, 30+ ready captions, and Canva templates are all prepared</p>
<p> Founding role You'll be ORCD UK's first-ever Social Media Volunteer, named in our annual report and acknowledged in our launch communications</p>	<p> True flexibility No fixed hours. No commute. Work from wherever you are, whenever suits you as long as posts go out on schedule</p>

About ORCD UK

ORCD UK is the British entity of ORCD Global, Afghanistan's most established local humanitarian organisation. Founded in 2012, ORCD Global has delivered over \$100 million in humanitarian and development programmes across 34 Afghan provinces, employs 1,800 staff, and works in partnership with UNICEF, WFP, WHO, UNHCR, UN Women, UNDP, and UNFPA. In 2015, ORCD became the first Afghan NGO ever to receive UN ECOSOC Special Consultative Status. ORCD UK is currently being registered as a charity in England and Wales. We are building our board of trustees, our operational infrastructure, and our volunteer team. This is a founding role, you will be joining at the very beginning of ORCD UK's story in Britain.

Time Commitment & Practical Details

Time commitment	5–7 hours per week: flexible across the week
Location	Fully remote: work from anywhere
Start date	Immediate: as soon as you're inducted
Duration	Ongoing: minimum 3-month commitment requested
Reporting to	Ima Raza, Director of Operations, ORCD UK
DBS check	Not required for this role
Expenses	Reasonable out-of-pocket expenses reimbursed
Payment	This is a voluntary unpaid role

How to Apply

Send a short email, no more than one page to: ima.raza@orcduk.org with the subject line:

"Social Media Volunteer Application"

Tell us: who you are, what experience you have around social media and when you could start.

We'll reply within 2 working days. There's no formal interview, just a 30-minute online conversation.