

Social Media Volunteer Role Profile

About Salusbury World

Salusbury World is a small refugee-support charity working in Brent and neighbouring London boroughs. We support refugee and migrant children and families to develop the skills and confidence needed to thrive in London. We believe every refugee should be given the chance to come to terms with the loss they have experienced and to build a hopeful, fulfilling life in the UK. We exist to help overcome practical challenges - and to give opportunities to experience joy, intellectual and creative fulfilment, and hope for the future.

Aim

We haven't been able to devote enough time to developing our digital presence. We'd love your help to spread the word about the great work we do and the impact it has.

We are looking for a passionate and creative volunteer to help us plan, update and deliver our social media strategy, specifically focusing on Instagram, X and LinkedIn. The role involves contributing to our social media strategy and developing content that tells the story of Salusbury World's mission, projects and impact in an engaging way.

Skills and Experience

- Experience in social media content creation and strategy, preferably in a nonprofit or community-focused environment.
- Excellent written and verbal communication skills,
- Ability to create compelling and persuasive content
- Ability to write content for a range of platforms
- Confident and competent IT skills including MSOffice, Canva, Mailchimp and digital platforms
- Basic video editing skills are a plus.

Tasks will involve:

- Collaborating with the Salusbury World team to understand our mission, values, and target audiences.
- Collaborating with the team to develop a strategic plan for social media, including content themes, posting frequency, and engagement tactics.
- Creating engaging social media content
- Creating content for use on our website, leaflets, fundraising/promotional materials etc.

- Support with our branding initiatives

Commitment:

Regular volunteering for 0.5 days (4hours) per week over a minimum of 3/6 months.

DBS & References:

A DBS check and 2 references are required to volunteer with Salusbury World.

Location:

Home/SW base in NW6

Induction and training:

An initial induction to Salusbury World will be provided and regular support and supervision will be given. All our volunteers undertake Safeguarding Training.

Benefits to the Volunteer

- Contribute to a project that really does make a difference to the lives of refugees and migrants
- Travel expenses to and from the Salusbury World locations and all genuine out-of-pocket expenses, are reimbursed.
- Appreciation events to recognise the important contribution that volunteers make
- Opportunity to share skills and experience
- Training courses relevant to the tasks
- Gain skills and experience
- Meet new people

Inclusion Statement

Salusbury World is an approachable and diverse organisation which values and respects peoples' different backgrounds, characteristics, ideas and beliefs. Salusbury World believes that it is essential to eliminate discrimination and promote equality of opportunity. Salusbury World is committed to opposing discrimination and will not discriminate against any person because of their ethnic origin, gender, sexual orientation, marital status, responsibility for children or dependants, age, employment status, disability, HIV status, religious or political beliefs or because of unrelated criminal convictions.

