

Volunteer Role Description: Social Media & Communications Volunteer

Organisation: Tiny Paws MCR Small Animal Rescue

Location: Primarily remote, with opportunities to visit our base in Bury, Greater Manchester

Reports to: Trustees

Time commitment: Approx 2 hours per week/Flexible, to be agreed with the volunteer

Role type: Unpaid volunteering

1. About Tiny Paws MCR

Tiny Paws MCR is a volunteer-run, vegan-run small animal rescue based in Bury, Greater Manchester. We rescue and rehome rabbits, guinea pigs, rats, mice, hamsters, gerbils, chinchillas and degus.

Our work is rooted in animal rights and the belief that all animals deserve compassion, appropriate care and the opportunity to express their natural behaviours. We oppose the breeding and selling of animals as pets and advocate for animals to be treated as individuals rather than commodities.

We aim to educate the public about species-appropriate care, challenge misconceptions about small animals and provide safe, suitable homes for the animals who come into our care.

As a small charity, we rely on donations, fundraising and the dedication of our volunteers to continue our work.

2. Purpose of the role

The Social Media & Communications Volunteer will help raise awareness of Tiny Paws MCR, showcase the animals in our care, promote adoption, educate the public about small-animal welfare and strengthen relationships with our supporters.

The volunteer will create engaging content for our social media channels, produce our monthly newsletter, prepare adoption profiles for our website and develop communications for our Tiny Paws Pals monthly donor community.

An important part of the role will be helping us grow our regular donor base by promoting Tiny Paws Pals, demonstrating the impact of regular donations and encouraging supporters to become more involved in the rescue.

The role offers an opportunity to use creative, writing and digital communication skills to make a meaningful contribution to animal welfare.

3. Main responsibilities

A. Social media content

Create engaging, informative and accessible content for Tiny Paws MCR's Facebook, Instagram and TikTok accounts.

Responsibilities include:

- Planning, creating and scheduling social media posts across our platforms.
- Developing ideas for short-form videos, Reels, TikToks, Stories, photo posts, graphics and other suitable formats.
- Turning photographs, videos and information supplied by the rescue team into engaging content.
- Sharing stories about new arrivals, animals in our care, successful adoptions and life at Tiny Paws.
- Creating educational content about animal behaviour, enrichment, nutrition, housing and species-appropriate care.
- Promoting fundraising campaigns, events, merchandise, volunteering opportunities and other charity activities.
- Raising awareness of animal welfare issues and communicating Tiny Paws' animal-rights ethos.
- Maintaining a consistent tone of voice and visual identity across our channels.
- Using relevant platform insights to identify successful content and suggest improvements.
- Keeping content accurate, accessible and appropriate for each platform.

The volunteer will work with the wider team to identify stories and opportunities for content creation.

B. Tiny Paws Pals – regular donor engagement

Tiny Paws Pals is our monthly donor community, providing regular financial support to help us care for animals and sustain our rescue work.

The volunteer will help us develop and maintain an engaged community of supporters and attract new regular donors.

Responsibilities include:

- Creating content specifically for the Tiny Paws Pals private supporter group.
- Sharing behind-the-scenes updates, animal stories and news from the rescue.
- Producing engaging content that helps supporters understand the difference their donations make.
- Sharing fundraising milestones, progress updates and examples of how donations support our work.
- Celebrating and thanking our regular donors.
- Promoting Tiny Paws Pals across our social media channels, website and monthly newsletter.
- Developing creative campaigns to encourage followers, existing supporters and one-off donors to become regular donors.
- Communicating the benefits of joining Tiny Paws Pals and explaining how to get involved.
- Suggesting new ways to make the donor community engaging, welcoming and rewarding.
- Helping monitor engagement and identify opportunities to grow the programme.

Our aim is to build a strong community around Tiny Paws Pals, helping supporters feel connected to our work and understand the lasting value of their regular contributions.

C. Monthly newsletter

Produce and coordinate the monthly Tiny Paws MCR newsletter.

Responsibilities include:

- Gathering news, updates and stories from trustees and volunteers.
- Writing and editing newsletter content.
- Including updates about animals, rescues, adoptions, fundraising, events and upcoming activities.
- Promoting Tiny Paws Pals and encouraging regular giving.
- Including clear calls to action, such as adopting, donating, volunteering or attending events.
- Selecting suitable photographs and other visual content.
- Preparing and formatting the newsletter using our email marketing platform (mailchimp).
- Proofreading content for accuracy, spelling, grammar and readability.

- Coordinating the newsletter for review and approval before distribution.
- Suggesting ways to improve readership, engagement and supporter sign-ups.

D. Animal adoption profiles

Create and maintain engaging adoption profiles for animals available for adoption on the Tiny Paws MCR website.

Responsibilities include:

- Gathering information about individual animals from the rescue team.
- Writing appealing, informative profiles that communicate each animal's personality and individual needs.
- Highlighting relevant information about behaviour, companionship, housing, care requirements and the type of home sought.
- Selecting appropriate photographs supplied by the rescue team.
- Uploading and formatting profiles on the website.
- Ensuring information is accurate and consistent with the rescue's adoption policies.
- Updating or removing profiles when an animal's circumstances change or an adoption is completed.
- Working with the rescue team to ensure profiles reflect each animal's needs and welfare.

Animal information and adoption suitability must be confirmed with the relevant rescue team member. The volunteer will not independently make adoption decisions or change adoption criteria.

E. Communications and fundraising campaigns

Support the development and delivery of communications campaigns that promote Tiny Paws MCR and help fund our work.

Responsibilities include:

- Helping plan communications for fundraising appeals, events and charity initiatives.
- Developing content to promote donations, merchandise, sponsorships and other fundraising activities.
- Supporting campaigns to increase regular giving through Tiny Paws Pals.
- Identifying opportunities to connect animal stories with fundraising messages.
- Helping communicate the impact of donations in an accurate and engaging way.

- Suggesting creative approaches to reach new audiences and increase supporter engagement.
- Ensuring campaign messaging is consistent across social media, newsletters and the website.
- Supporting the promotion of volunteering opportunities and adoption campaigns.

F. Teamwork and communications

- Liaise with trustees and relevant volunteers to gather information, photographs, videos and updates.
- Attend occasional online or in-person meetings where practical and agreed.
- Keep the relevant team members informed about progress, deadlines and upcoming content.
- Seek clarification where information is incomplete or uncertain.
- Respond constructively to feedback and work collaboratively with the wider team.
- Maintain appropriate records of content plans, drafts and scheduled communications.
- Suggest improvements to our communications processes and ways of working.

4. Essential skills and qualities

We are looking for someone who:

- Has a genuine interest in animal welfare and supports Tiny Paws MCR's values.
- Has experience using social media, particularly Facebook, Instagram and/or TikTok.
- Has strong written communication skills and can write clearly and engagingly.
- Can adapt their writing style for different audiences and platforms.
- Is creative and enjoys developing new content ideas.
- Is organised, reliable and able to meet agreed deadlines.
- Can work independently while communicating effectively with a team.
- Has good attention to detail and understands the importance of accuracy.
- Is comfortable communicating about fundraising and encouraging people to support a charity.
- Is respectful, approachable and willing to learn.
- Can handle information about animals, adopters and supporters responsibly.

5. Desirable skills and experience

The following would be helpful but are not essential:

- Experience creating short-form video content, Reels or TikToks.
- Experience using Canva or similar graphic design tools.
- Experience with Mailchimp or another email marketing platform.
- Experience with WordPress or another website content management system.
- Experience with fundraising, donor communications or regular giving campaigns.
- Experience managing social media accounts for a charity, community group or small organisation.
- Familiarity with social media analytics and engagement metrics.
- Experience with photography, video editing or digital storytelling.
- Knowledge of rabbit and rodent welfare.

We welcome applications from people with transferable skills and enthusiasm, including those who want to develop their experience in charity communications.

6. Time commitment and flexibility

We expect the role could require up to 2 hours per week however the role is flexible and will be agreed with the successful volunteer according to their availability and the needs of the rescue.

We recognise that volunteers have other commitments, including employment, education, caring responsibilities and other volunteering. We will work together to agree a realistic workload and manageable deadlines.

The role may involve regular tasks, such as preparing the monthly newsletter and adoption profiles, alongside ongoing social media and Tiny Paws Pals content.

Volunteers should communicate as early as possible if their availability changes or they are unable to complete an agreed task.

There is no expectation that volunteers will be available at all times or respond to messages outside their agreed commitment.

7. Training and support

Tiny Paws MCR will provide:

- An introduction to the rescue, our work, policies and values.
- Guidance on our tone of voice, branding and communications priorities.
- Information about our adoption processes and animal welfare standards.
- Access to agreed resources, photographs, videos and relevant information.

- Guidance on the platforms and systems needed for the role.
- A designated contact for questions, feedback and support.
- Review and approval of content where required.
- Opportunities to discuss ideas, develop skills and take on additional responsibilities if desired.

We recognise that volunteers will bring different skills and levels of experience. We will agree appropriate responsibilities and support based on the individual's abilities and interests.

8. Boundaries and responsibilities

To protect the welfare of our animals, the privacy of our supporters and the reputation of the charity, the volunteer will be expected to:

- Use approved accounts, systems and access permissions.
- Follow Tiny Paws MCR's communications, confidentiality, safeguarding and data protection procedures.
- Obtain approval from the designated contact before publishing content where approval is required.
- Ensure animal welfare information and fundraising claims are accurate and appropriately authorised.
- Protect personal information relating to adopters, surrender enquiries, donors, volunteers and other contacts.
- Obtain appropriate permission before sharing identifiable information, photographs or videos of people.
- Never publish private correspondence, internal discussions or confidential animal records.
- Refer complaints, sensitive enquiries, media requests and contentious issues to the designated trustee or communications lead.
- Refer adoption, surrender and animal-care questions requiring specialist knowledge to the relevant team member.
- Avoid making promises or commitments on behalf of the charity without authorisation.
- Maintain respectful and professional communications, including when responding to criticism or disagreement.
- Follow agreed procedures for managing passwords, account access and digital files.

The volunteer is not expected to provide veterinary advice, make adoption decisions, handle surrender assessments independently or respond to emergencies.

9. Equality, inclusion and organisational values

Tiny Paws MCR is committed to an inclusive, compassionate and discrimination-free environment.

We oppose discrimination based on race, gender, sexuality, religion, disability, age or other personal characteristics, and we are explicitly trans-positive.

As a vegan-run, animal-rights-focused rescue, our communications should reflect our commitment to animal welfare, vegan ethics, compassion and respect for all individuals.

We value teamwork, mutual respect, constructive communication and a willingness to learn. Volunteers are expected to uphold these principles when representing Tiny Paws MCR.

10. What the volunteer will gain

This role offers the opportunity to:

- Make a practical contribution to the welfare of rescued animals.
- Develop experience in charity communications, social media and digital content creation.
- Build a portfolio of real-world content and campaigns.
- Gain experience in email marketing, website content and donor engagement.
- Develop skills in fundraising communications and regular giving.
- Work collaboratively with a dedicated volunteer team.
- Help shape the public profile and communications of a growing small animal rescue.
- See the impact of their work through increased awareness, supporter engagement, donations and adoption enquiries.