

Volunteer Role: Communications & Social Media Volunteer

Purpose of the Role

The Communications & Social Media Volunteer will support Disability Africa in strengthening its external communications and digital presence. The role focuses on translating programme realities into clear, consistent, and engaging content across social media and other communication channels, aligned with the organisation's values and voice.

Key Responsibilities

- Support the planning and scheduling of social media content (primarily LinkedIn, Instagram, and Facebook).
 - Draft posts that communicate programme updates, impact stories, partner highlights, and key milestones.
 - Help ensure consistency of tone, messaging, and visual identity.
 - Work with the team to translate project updates into clear and accessible communications.
 - Support basic analytics tracking (engagement, reach, growth trends).
 - Contribute ideas for campaigns linked to fundraising, events, or key moments in the year.
 - Assist in maintaining simple content calendars and communication plans.
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What We Are Looking For

- Strong written communication skills in English.
 - Ability to communicate impact clearly without exaggeration or tokenism.
 - Basic understanding of social media platforms and content formats.
 - Organised and comfortable working to tight deadlines.
 - Creative but structured approach to storytelling.
 - Comfortable working independently with guidance from the team.
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Approach and Mindset

- Alignment with Disability Africa's Social Model of Disability and rights-based framing.
 - Strong awareness of ethical storytelling and representation.
 - Care to avoid perpetuating traditional "aid" narratives that centre pity, saviourism, or deficit-based portrayals.
 - Commitment to communicating dignity, agency, and structural inclusion.
 - Respect for partner-led priorities and contextual nuance.
 - Interest in inclusive communication and accessibility.
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Desirable (but not essential)

- Experience managing social media for a charity, NGO, or small organisation.
 - Basic design skills (Canva or similar).
 - Familiarity with simple analytics tools.
 - Interest in disability inclusion or international development.
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Time Commitment

Flexible; typically 4–6 hours per week.

Minimum commitment of 12 months.

What the Volunteer Will Gain

- Experience shaping communications within a growing international charity.
- Exposure to programme-based storytelling grounded in dignity and inclusion.
- Opportunity to contribute to campaigns with real organisational impact.
- Professional reference upon successful completion of the role.