

Volunteer Social Media Engagement Assistant (Remote)

Organisation: Influential Stars

Location: Remote – UK based

Commitment: Approximately 15 flexible hours per week

Contract Type: Volunteer

About Us

Influential Stars is a purpose-driven platform connecting Creators, Collaborators, supporters and causes through exclusive experiences, sponsored events and fundraising campaigns.

We believe anyone with a BIG heart can use their influence, networks and community to make a positive difference.

Our Story

Influential Stars was founded by Lisa Connell, who is living with an inoperable brain tumour and has spent many years supporting charitable causes.

The platform was created from a simple belief: when influence, connection and community come together, they can create meaningful impact.

Role and Purpose

We are looking for a friendly, proactive and socially confident individual to help Influential Stars maintain a warm, visible and engaging presence across its social media platforms.

As our Volunteer Social Media Engagement Assistant, you will interact as Influential Stars with Creators, Collaborators, registered causes and supporters. You will respond to comments, acknowledge tags and shares, engage with relevant content and help ensure questions and opportunities reach the appropriate team member.

This is primarily a social media engagement role. Routine content creation, planning and scheduling are not core responsibilities; however, experience in these areas would be advantageous, as there may occasionally be opportunities to provide support or cover by mutual agreement. Your main purpose will be to help people feel noticed, valued and connected to the Influential Stars community.

Key Responsibilities

- Monitor comments, mentions, tags and relevant messages across Influential Stars' social media accounts.
- Respond to comments in the approved Influential Stars tone of voice.
- Thank people for sharing, supporting, nominating or engaging with Influential Stars.
- Engage regularly as Influential Stars with registered Creators, Collaborators and causes.
- Like, comment on and support appropriate posts shared by members of the Influential Stars community.
- Engage regularly as Influential Stars with appropriate content shared by registered Creators, Collaborators and causes, including posts relating to live and upcoming campaigns.
- Help members of the Influential Stars community feel noticed and supported through consistent, meaningful interaction.
- Identify potential Creators, Collaborators, supporters and causes through social media engagement.
- Direct people towards the relevant Influential Stars information, registration page or support resources.
- Forward enquiries and potential opportunities requiring further action to the appropriate team member.
- Immediately escalate complaints, safeguarding concerns, payment questions, confidential information and any other sensitive or complex communications.
- Monitor for spam, inappropriate content or suspicious activity and report it to the relevant team member.
- Keep accurate notes of enquiries and follow-up actions where required.
- Share useful feedback, common questions and engagement opportunities with the wider team.
- Contribute ideas for improving community engagement and strengthening relationships across social media.

Social Media Platforms

The role will include engagement across:

- Instagram
- Facebook
- LinkedIn
- TikTok
- YouTube
- Other relevant platforms introduced by Influential Stars

Skills and Experience Required

Essential

- Excellent written communication skills.
- A friendly, warm and professional communication style.
- Confidence interacting with people through social media.
- Good judgement when responding publicly on behalf of an organisation.
- Ability to recognise when an enquiry needs to be passed to another team member.
- Strong attention to detail, including spelling and grammar.
- Reliable, proactive and able to work independently.
- Comfortable following approved guidance, templates and brand messaging.
- Passion for helping others and supporting meaningful causes.
- Respect for confidentiality and sensitive personal circumstances.

Desirable

- Interest in digital marketing, social media, communications, PR, charities or fundraising.
- Experience carrying out social media engagement on behalf of a business, charity or organisation.
- An understanding of how engagement differs across Instagram, Facebook, LinkedIn and TikTok.
- Experience with community management, customer service or online relationship building.
- Experience creating, planning or scheduling branded social media content would be advantageous.

Previous professional experience is not essential. Full training, guidance and example responses will be provided.

Working Arrangement

- Fully remote volunteer position.
- Flexible hours to fit around studies, employment and other commitments.
- Typical commitment of approximately 15 hours per week.
- The hours should be spread across the week, with regular short check-ins to maintain consistent social media engagement.
- Availability to attend our weekly online team meeting on Mondays from 10:00 am to 11:00 am.
- Ongoing support from the Influential Stars team.

Why Volunteer with Us?

- Gain practical experience in social media engagement and online community management.
- Opportunities to develop broader experience in content creation and social media management, depending on your skills and interests.
- Develop professional communication and relationship-building skills.
- Learn how to represent a purpose-driven organisation online.
- Gain experience working with Creators, Collaborators, charities and personal causes.
- Strengthen your CV and LinkedIn profile.
- Build your professional network.
- Join a growing, mission-driven organisation.
- Help people use their influence to raise funds and awareness for meaningful causes.

Volunteer Benefits & Rewards

This is currently a volunteer role, offering valuable experience and the opportunity to be part of Influential Stars as the platform grows.

As a registered Collaborator, you may also be eligible for:

- A **£25 referral reward** when a Collaborator you introduce goes on to refer a Creator who successfully completes their first qualifying campaign.
- A **5% Collaborator Thank You** from Influential Stars' platform share when a Creator you personally introduce successfully completes their first qualifying entry-based campaign.

These payments are provided by Influential Stars and never reduce the guaranteed amount donated to the charity or personal cause.

Website: <https://influentialstars.org>

Email: Director@influentialstars.org