



Volunteer Social Media Officer Role Profile

Role Title: Volunteer Social Media Officer

Reporting to: Communications and Engagement Manager

Where will you be based: Remote or Stratford office on Tuesdays

Commitment requirements: Half a day to one day per week for a minimum of 3 months

Why you?

As a Social Media Officer, you will play a crucial role in promoting our domestic and international work and connecting with our online community. Your expertise in social media management and communication will help us grow our audience, build thought leadership, and raise awareness of Doctors of the World UK's activities and the many barriers to healthcare we address through our services. You will work directly with our Communications and Engagement Manager, as part of our small and friendly Fundraising team.

What you will be doing

1. Content Creation and Planning
 - a. Create compelling and shareable content for various social media platforms, including text, images, videos, and infographics.
 - b. Plan and schedule engaging social media content to drive audience engagement.
 - c. Research relevant opportunities for Doctors of the World to join online discourse and provide valuable insights to our audience.
 - d. Ensure all social media content is consistent with the organisation's brand guidelines and tone of voice.
2. Community Engagement and Management
 - a. Monitor social media channels and respond to comments, messages, and inquiries promptly and professionally.
 - b. Foster meaningful interactions with followers to build an engaged and supportive online community.
 - c. Identify opportunities for collaboration through social media platforms.

Skills and requirements

- Experience in content creation for an organisational brand
 - Experience in managing social media platforms, including but not limited to Facebook, Twitter, Instagram, LinkedIn.
 - Basic graphic design and video skills to create visually appealing social media assets.
 - Self-motivated and able to work independently while adhering to deadlines and goals.
 - Commitment to the mission and values of Doctors of the World UK
 - Desirable: Familiarity with social media scheduling and analytics tools (e.g., Hootsuite, Buffer, Sprout Social, Meltwater).
 - Desirable: Experience working in the charity sector
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All volunteers must be based in the UK. Please submit a CV and submit no more than 200 words outlining why you are interested in joining Doctors of the World and the contribution you'd like to make and/or skills you're interested in developing through the role.