

Volunteer Role Profile



Volunteer Role

Social Media Volunteer

Volunteer Manager

Volunteer Coordinator

Where you will be based

Home

Why we want you

Sick, injured and homeless pets have relied on Blue Cross for help since 1897. Each year, thousands of dogs, cats, small pets and horses turn to the charity's animal hospitals, clinical and rehoming services for treatment and support.

Your excellent communication skills and practical knowledge of social media channels will enable us to enhance engagement and increase awareness of our work.

We would love you to join us and help us help more pets in need.

What you will be doing

- Creating and posting engaging content keeping in line with Blue Cross messaging
- Helping us to make the most of our social media channels by suggesting ways we can increase engagement
- Identifying trends and new platforms in social media that Blue Cross could take advantage of
- Suggesting ways we could engage with new audiences
- Using your skills in social media marketing to suggest and implement ways we can make more impact through our social media

The skills you need

- Ideally you will be a professional in social media with proven industry experience across the key social media platforms
- Social media networking skills and knowledge of analytics tools
- Good organisation and attention to detail
- A confidential approach
- Regular commitment and reliability
- Comfortable volunteering alone and remotely
- Willingness to learn and follow Blue Cross procedure

What's in it for you

- You'll gain additional experience for your CV, or keep your existing skills up to date
- You'll be part of a friendly and committed team



- We'll provide you with all the relevant training, and access to Blue Horizons, our online learning platform

Disclaimer

We ask that you can commit to a few hours a week and have access to a laptop/desktop/tablet and a good internet connection. You will need to adhere to our social media policy at all times.

Blue Cross holds inclusion as a core organisational value. We positively encourage applications from eligible volunteers regardless of sex, race, disability, age, sexual orientation, transgender status, religion or belief, marital status or pregnancy and maternity. We actively embrace our differences and know that it is our differences that make us unique. You are very welcome at Blue Cross, without the need to hide any part of who you are.