

Basingstoke Mencap **Role Description for Volunteers**

Title: Volunteer Social Media Specification

Objectives of the role:

- To support Basingstoke Mencap in updating our social media platforms, in particular our Greenfingers Facebook page.
- This role is very much about keeping our social media presence up to date. You will be required to liaise with our teams across Basingstoke Mencap Services including Greenfingers Gardening therapy, 1 to1 support services and our Leisure services, and in particular the Charity Manager who will also be responsible for managing, supporting and providing you with information to carry out the Aims and Objectives within your volunteering role.
- Weekly discussions will take place to monitor how we market ourselves in a positive and proactive manner with the Charity Manager, and to be agreed before implementing on our media pages and Newsletter to ensure it matches Basingstoke Mencap's values.
- We will provide you with a safe and friendly environment and give you the tools to carry out your role as described in your role Specification.

Outline of Tasks and Activities to be undertaken

- To help promote and market our gardening in the community services, Greenfingers monthly plant sales and open days through social Media (Facebook and Twitter).
- Working with our team to help set up and update our monthly Newsletters that go out to all our members.
- To support us to grow our social media activity with up to date information on all the services we provide.
- To work with our teams across Basingstoke Mencap including Greenfingers Gardening therapy, 1 to1 support services and our Leisure services.

Targets or Measurements of Performance

- You will receive regular verbal feedback
- You will be encouraged to attend appropriate training where necessary in order to develop your role
- We will acknowledge your achievements, performance and commitment as a volunteer

Days and Hours

- Days and times to be agreed with the Charity Manager. We are happy to accept individuals who can commit to work on a rota basis but prefer individuals who could commit to most weeks if possible (notwithstanding holiday commitments etc)

Expenses

- This is not a paid role, and you are not employed by the Charity. You may be reimbursed for any out-of-pocket expenses, including mileage with the prior agreement of the project team leader occurring as a direct result of your volunteering role, on the production of a receipt in accordance with the Basingstoke Mencap's Volunteering Policy.

Skills and Attributes

- experience of marketing and social media, either through education, work or volunteering
- Is familiar with using social media and other online tools
- Is an excellent communicator
- Is able to write clearly, accurately and succinctly
- Can be flexible with their time
- The volunteer will also be expected to attend some of our events and workshops with a view to reporting on them
- an interest in Learning Development but not essential

We would ask you to:

- Adhere to our policies and procedures and ensure that you behave in a way that will promote the charity in a positive manner
- Commit to a particular task, event or series of events when asked
- Arrive on time and make sure you inform the Charity Manager if you are going to be late or absent
- Perform your agreed duties to the best of your ability
- Treat staff, other volunteers and service users with respect
- Help the organisation to work towards its aims and objectives
- Respect confidentiality
- Try to provide us with sufficient notice should you wish to stop or no longer be able to volunteer for the organisation
- Provide feedback to the Charity Manager to enable us to improve the volunteering experience where possible.
- Raise any concerns you may have to the Charity Manager

A copy of the Basingstoke Mencap Volunteering Policy will be provided to you. Please acquaint yourself with this