

**Role Description**

**Volunteering Role:** Volunteer Web and Social Media Officer

**When:** Weekdays/Evenings/Weekend

**Where:** Flexible. Initial requirement for some time in office within working hours, but generally can be home or remote working

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**About us**

Stepping Stones is a registered charity dedicated to enabling women to transform their lives and reach their full potential. We empower and inspire women to make positive choices, creating a better future for themselves, their children, their families and the communities in which they live.

Our services meet the specific needs of vulnerable women, in particular, women who are experiencing trauma; usually as a result of abuse, those with children with concurrent issues and those with mental health and other risk factors, such as substance misuse or offending behaviour.

We deliver a wide range of services including group programmes, one to one work, parenting courses and advocacy. Alongside this, Stepping Stones has an Ofsted registered Childcare service to enable women to leave their children in a safe and happy environment whilst they receive support.

**The role**

Being a small charity we struggle to find the time (and skills) to keep our web based presence as up to date and dynamic as we’d like. We know this is an area we want to improve on – to help keep clients up to date, raise our profile and strengthen our brand, and improve our reach to potential clients, partner agencies and future team members.

We’ve just started to review our website, but we hope this is just the first step of what will be ongoing activity to keep our internet based information up to date and develop our facebook and Twitter profiles.

We’re keen to recruit one or more social media volunteers to support this important work. You will add value to the project in a flexible way by supportingsome or all of the following tasks:

* Drafting internet content for approval by managers, or editing content drafted by team members.
* Working with team members to develop case studies, news items etc.
* Uploading changes to the organisation’s website.
* Helping to plan a quarterly outline for the year of key messages to be communicated and how they will be communicated.
* To proactively update twitter and facebook profiles based on agreed plan and reactively in response to local/national news/legislation/policy etc.
* To contribute ideas to support the development of Stepping Stones approach to web and social media.

**What skills and qualities do I need?**

* The role might particularly suit:
  + People who are studying related fields at college/university (e.g. social media, e-marketing, journalism, business studies) and who are looking to gain experience and further develop their skills.
  + People who have a background in communications/marketing/copywriting etc. and have some time on their hands, or who are looking to return to the workplace.
* Excellent written communication skills, with an eye for writing for the internet.
* Able to work independently, asking for support and sign off when needed.
* An awareness of the challenges that women may face in realising their potential and a commitment to empowering women to overcome these challenges. We particularly welcome applications from women who have direct experiences of overcoming abuse and trauma, substance misuse, mental health or offending.
* Commitment and reliability.
* Strong team working skills, able to work well with the team to gather news items and record them appropriately.
* A respect for confidential and professional boundaries and an understanding of how confidentiality must be honoured in relation to promotional and public facing material.

**What commitment do I need to make?**

* We would like you to be able to commit to volunteering for a minimum of six months, for at least three hours a week. This will be a time based around your availability which we will agree with you.
* You must be able to support some or all of the tasks above. You will mutually agree these with your volunteer supervisor.
* You must be able to attend our initial volunteer training and be able to commit to top up sessions once a quarter.

**What support will I receive?**

* A training and development plan which consists of:
  + A taster to the organisation and initial induction
  + Volunteer initial training
  + Access to wider training – including quarterly volunteer professional development events, as well as the potential to access wider training attended by Stepping Stones staff/volunteers
  + An individual personal development plan, aiming to support you to achieve your own aspirations
* Regular support from your volunteer supervisor.
* An ability to learn from and work with others in the team.
* Volunteer travel expenses and agreed expenses incurred as part of the role are reimbursed.

**How do I apply to help?**

Please contact [Kate.Rahman@steppingstonesluton.org.uk](mailto:Kate.Rahman@steppingstonesluton.org.uk) on 01582 457114 to arrange a time to informally drop in to chat about how we might work together. Alternatively, please complete the application form below and return it to Kate at the above email address or by post to:

Stepping Stones Luton

9A George Street West

Luton

LU1 2BJ

Please note, the role is subject to two satisfactory references.