

Temwa Social Media Volunteer

Job Details

Location: Temwa Office, Bristol City Centre, or remote can be considered

Duration of work: 1-2 days per week

Start date: ASAP

Salary: This is a voluntary position but lunch and reasonable travel expense can be covered

Job Description

Do you love social media? As the Social Media Volunteer you will be an integral part of the Fundraising and Communication team. We are seeking someone who is motivated and committed with a passion for international development and social media to support us to grow and develop our audiences, reach and engagement across our social media channels.

This is a great opportunity to join a small, friendly team and gain valuable experience of working in marketing in the charity/NGO sector. As a key member of the team, you'll have real responsibilities and will be able to apply your existing skills and experience to our organisational mission, whilst developing your skill set and enhancing your CV.

About Temwa

Temwa, meaning 'love within a community' in the language of Tumbuka, is a Bristol-based charity committed to empowering remote African communities. Our goal is to harness the power of bringing communities together. We partner with hard-to-reach communities in Malawi, empowering local people to end poverty and transform their own futures. At the same time, we inspire local communities in the UK to come together to help bring about this change. We have been working in Northern Malawi for over 19 years, and our work currently includes sustainable agriculture, forestry, health and education programmes.

Principles of Temwa:

- Community Driven – Temwa's decisions are made by the community
- Working towards long-term self-reliance
- Commitment to sustainable development
- Belief in inclusive communities
- Working together with integrity, openness, mutual accountability and professionalism

We have a highly skilled team of 24 full-time employees in Malawi implementing this work, based out of two offices in the Northern Region. Our UK office in Bristol, comprises a small fundraising and operations team of seven staff (most of which are part time), 3-5 regular volunteers and interns and a wider family of volunteers and supporters, committed to achieving our goal.

Key Role Responsibilities:

Supporting the Communications Officer with day-to-day operations, including:

- Researching and creating compelling and engaging content for different social media channels including written content, static posts, stories, simple infographics, reels and videos.
- Posting social media on our Instagram, Facebook, Twitter and LinkedIn Platforms and other emerging platforms
- Use calendars and software to schedule posts and create a consistent stream of new content for audience interaction. Flexibility and an ability to prioritise tasks is required to manage and alter schedules as needed.
- Analyse social media performance using in-platform insights and Buffer analytics, with support from the communications officer to assist with quarterly reporting to senior management.
- Proactively seeking out interesting and relevant content to use in communications
- Propose new ideas and concepts for social media content
- Assisting with the creation of marketing materials
- Helping implement marketing campaigns to promote our campaign and appeals
- Promoting sponsored challenges through social media, working to target and recruit participants
- Helping organise Temwa's library of images
- Researching and developing press and PR contacts
- Supporting the rest of the team with ad-hoc tasks, including fundraising events, when necessary

Experience, knowledge and attributes required:

Essential

- Demonstrable interest in international development, with a passion for and belief in Temwa's mission
- Experience of working or volunteering with a charity or NGO
- Excellent written communication skills, with great attention to detail
- Experience/ knowledge of social media platforms, including, twitter, instagram, facebook, linkedin
- Interest in digital communication and trends
- Reliable, proactive and self-motivated attitude, with the ability to take the initiative and work independently when needed
- Well-organised approach to work with excellent time management, with experience of working to tight deadlines
- Ability to work in a professional manner when communicating online

Desirable

- Experience of writing blogs, case studies & articles
- Knowledge of scheduling tools
- Understanding of Flickr
- Experience of using social media in a professional context
- Experience of using a CRM such as Wordpress and graphic design software, such as Canva
- Some experience with data and analytics would be beneficial

How to apply:

Please send a CV (two pages maximum) and covering letter (one page maximum), outlining why you're interested in this role and how you meet the person specification above, to amanda.grimstead@temwa.org