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| JOB TITLE: | Communications & Social Media Volunteer |
| BASED: | Working from home |
| HOURS: | 2-3 hours per week (flexible working hours) |
| PAY: | Unpaid (expenses reimbursed) |
| REPORTING TO: | Chief Executive Officer/Operations Manager |

Background:

The Family Counselling Trust (FCT) is a registered mental health charity providing key early intervention psychological support to children, young people (up to age 18) and their families predominantly on low incomes, whilst remaining accessible to all. It was founded in 2005 to respond to the growing array of challenges that families and young people face – all linked to emotional, behavioural or other mental health problems – where they were unable to access the timely and adequate support needed. We offer qualified and experienced psychological therapists in what is an holistic service involving the families. The work of FCT has been growing since March 2018 and we need to strengthen our central executive team to support this growth.

Overview of role:

Are you expert in crafting compelling captions and eye-catching graphics? Can you inspire, educate and inform our followers with your content? We're looking for a dynamic and creative individual to help us engage with our community and spread the word about our incredible work.

You will be responsible for managing the charity's social media presence, updating the website, and handling other ad-hoc communications tasks as needed. The role is ideal for someone who already has some experience in communications and social media and wants to add valuable third sector experience to their portfolio whilst making a difference.

Key Duties and Responsibilities:

- Create and curate engaging content. Adapting for Facebook, Instagram, Twitter.
- Manage the charity's website, ensuring it is up to date and reflects the organisation's mission and activities. (Wordpress / Wix?)
- Monitor social media channels for engagement and respond to inquiries and comments.
- Track and report on social media metrics and suggest and implement recommendations for improvement. (Google analytics)
- Work with other members of the team to develop and implement communications plans, strategy and campaigns.

- Support promotion of events, the charity and publicity of grants.
- Edit/design and order offline communications (leaflets, posters etc.) when requested.
- Handle other ad-hoc communications tasks as needed.

PERSON SPECIFICATION

| Knowledge, Skills and Experience |
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| <p><i>Essential</i></p> <ul style="list-style-type: none"> a) Previous experience creating and managing online and offline communications (e.g. Canva). b) Experience with website management/content management systems (ideally Wix.com) c) Strong knowledge of social media platforms and how they can be used to engage audiences. d) Knowledge of social media and website analytics. e) Excellent interpersonal and communication skills, including fluent written and verbal communication skills with the ability to communicate effectively with a wide range of people and engage with followers. f) Self-motivated and able to work independently. g) Passion for our mission and commitment to the success of the charity. h) Located in one of our counties (Dorset, Hampshire, Somerset or Wiltshire). <p><i>Desirable - you do not need to meet every requirement in this list, however, if you do then we want you! You will need to demonstrate a willingness to learn and develop in any areas you may have less experience in.</i></p> <ul style="list-style-type: none"> i) Some understanding of mental health issues – for children, young people and families. j) Some understanding of Google Advertising k) Some understanding/experience of SEO. l) Some experience of email marketing. m) Experience of digital fundraising. n) Experience of TikTok. |
| Attributes |
| <p><i>We are looking for someone who is/has:</i></p> <ul style="list-style-type: none"> o) Respectful- and, conscientious . p) Creativity to come up with innovative ideas for engaging content. q) Adaptability to stay up to date with the latest trends and changes in social media. r) Collaborative, works well with other members of the team. s) Passionate about promoting children & young people’s mental health and wellbeing. |

How to Apply

To apply, please send a full CV with a brief cover letter of no more than one side of A4, and names of two referees to Roz Miller, CEO, to info@familycounsellingtrust.org

Family Counselling Trust is committed to valuing, respecting and celebrating diversity. We welcome and encourage applicants from all sections of the community regardless of their sex, race, disability, age, sexual orientation or religious belief.