

*Survivor led
For the people
By the people*



Social Media Officer (Voluntary)

JOB DESCRIPTION

Reporting to: The Management Committee

Contract: Three months initially (subject to review)

Based: Home-based

Hours: Hours to be discussed, varies according to projects eg 5 to 10 hours pw

Job Purpose

Recovery Code X is appointing a part-time Social Media Volunteer to promote, develop and maintain our online presence in order to maximise our impact and promote our projects and events as widely as possible to the local community.

A flair for design is essential as you will be creating images and promotions. Also essential is a basic knowledge and interest in Complex PTSD. You will be familiar with the major social media platforms and have a thorough understanding of the mechanisms for building followers and enhancing engagement.

Posts will be designed to engage individuals suffering from Complex PTSD and keep funders informed of project progress. Some posts will provide psycho-educative information, and others will provide updates on advances in scientific developments and holistic therapies to aid recovery.

Duties

- Help create and maintain a social media plan for Recovery Code X
- Develop tactics for promoting our Project Educate 2021 – Stage One self-help guides
- Use social media to promote the activities and achievements of Recovery Code X

- Keep our social media channels updated on a frequent basis
- Keep the channels safe, moderate them, ensure they are welcoming spaces
- Encourage others to comment on our posts and share them with others
- Ensure that communication reaches a wide range of local stakeholders
- Develop and manage content for our website and social media, such as Twitter, Facebook, Instagram & YouTube
- Select relevant channels to reach our diverse audiences
- Track the effectiveness of our social media work and suggest ways forward
- Test content and review its impact
- Keep up to date with Recovery Code X events and news, choose what to promote through our social media feeds
- Develop psycho-educative social media publicity materials and communication techniques to target survivor communities who are under-represented
- Visit our projects and attend our events with a view to writing articles about them on our website

Relevant Skills, Competencies and Experience

Essential

An understanding of different types of social media.

Proven track record of social media marketing campaigns: Facebook, Twitter, Instagram, Youtube etc

Ability to transform small snippets of information into interesting and engaging stories suitable for Twitter, Facebook etc.

To be able to communicate effectively, be articulate, with strong writing skills and the ability to feedback accurately

The ability to work equally well in a team and unsupervised

Good understanding of confidentiality

DBS certificate

Preferred

Knowledge and understanding of therapeutic terminology

Knowledge of psychological states, particularly Complex PTSD

A counselling certificate would be helpful but is not essential.

A resident of Bedfordshire

An interest in, knowledge of or willingness to learn about Complex PTSD: psychological theory, causes, treatments, complementary therapies for, and prevention.

If the candidate doesn't possess the therapeutic knowledge/qualifications preferred, their work will need to be checked first.

What support will you be given?

An induction

Regular meetings with a committee member

Regular email updates from Recovery Code X

Opportunities to become involved in other Recovery Code X activities