

Volunteer Role Profile: Social Media and Website Volunteer for Out of the Woods CIC

Role Title: Social Media and Website Volunteer

Location: Cornwall, UK

Hours: Flexible, with a minimum commitment of 3-6 hours per week

Role Overview:

As a Social Media and Website Volunteer for Out of the Woods CIC, you will play a key role in enhancing our online presence and raising awareness of our work supporting children and young people who have experienced Adverse Childhood Experiences (ACEs). You will help manage our social media channels, create engaging content, and ensure that our website is up-to-date, user-friendly, and aligned with our mission. Your work will help us connect with the wider community, attract new supporters, and drive engagement with our services.

Key Responsibilities:

- **Social Media Management:**
 - Assist in creating and scheduling posts on our social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.) to raise awareness of ACEs, promote our services, and share success stories.
 - Develop creative and engaging content, including graphics, photos, and videos, to highlight the impact of our work.
 - Monitor social media channels for engagement, respond to comments and messages, and engage with our online community to foster positive relationships.
 - Track the performance of social media posts, analyse engagement metrics, and report on what types of content are most effective in reaching our target audience.
- **Website Content Management:**
 - Help ensure the content on our website is up-to-date, accurate, and aligned with our branding and messaging.
 - Assist with adding new content, such as blog posts, news updates, and upcoming events, to keep our website fresh and engaging.
 - Work with the Communications team to ensure the website effectively communicates the mission of Out of the Woods CIC, our services, and our impact.
 - Ensure the website is user-friendly and accessible, assisting with any updates or adjustments needed to improve the user experience.
- **Creative Campaign Support:**
 - Contribute to the development of online campaigns to raise awareness and funds for our services, such as awareness days, fundraising drives, and community engagement initiatives.
 - Help create campaign materials for use across both social media and the website to support fundraising and awareness efforts.
- **Engagement and Advocacy:**

- Monitor conversations about ACEs, trauma recovery, and mental health on social media and engage with individuals, groups, or organisations that align with our mission.
- Assist in developing social media strategies to attract new supporters, donors, and volunteers to our cause.

Skills and Qualities:

- **Proficiency in Social Media Platforms:** Experience with Facebook, Instagram, Twitter, LinkedIn, and other social media platforms, including scheduling tools like Buffer, Hootsuite, or others.
- **Content Creation:** Ability to create visually appealing, creative content, including images, videos, and written posts. Knowledge of design tools (e.g., Canva, Adobe Spark) is beneficial.
- **Writing Skills:** Strong written communication skills with the ability to write clear, engaging, and on-brand social media posts, website content, and blog articles.
- **Website Management:** Familiarity with website content management systems (CMS) such as WordPress or similar platforms. Basic knowledge of HTML is a plus but not required.
- **Creative Thinking:** Ability to generate new, innovative ideas for engaging content and social media campaigns that align with our mission.
- **Attention to Detail:** Ability to maintain high standards in all content, ensuring accuracy and consistency in our messaging across channels.
- **Organized and Reliable:** Strong time-management skills, with the ability to meet deadlines and manage multiple tasks efficiently.
- **Passion for the Cause:** Enthusiasm for supporting children's mental health and trauma recovery, and a commitment to raising awareness about Adverse Childhood Experiences (ACEs).

Support and Training:

- **Induction and Training:** You will receive an induction to Out of the Woods CIC, including an overview of our mission, values, and the services we offer.
- **Ongoing Support:** Regular check-ins to discuss progress, provide feedback, and ensure you feel supported in your role.
- **Resources:** Access to branding materials, templates, and other tools to help you create professional and engaging content.
- **Creative Development:** Opportunities for you to contribute creative ideas to marketing campaigns, online initiatives, and events.

Why Volunteer with Us?

- **Make an Impact:** By managing our social media and website, you will directly contribute to raising awareness of ACEs and helping children and families in Cornwall access vital therapeutic services.
- **Gain Valuable Experience:** Enhance your skills in digital marketing, social media management, content creation, and website management, building your experience in the nonprofit sector.

- **Work with a Passionate Team:** Join a team dedicated to supporting children's mental health, and collaborate with professionals and volunteers who are passionate about making a difference.
- **Flexible Commitment:** This role offers flexibility in hours and location, making it ideal for someone looking to contribute while balancing other commitments.
- **Build Your Portfolio:** Gain experience that will strengthen your CV and portfolio, particularly for those interested in marketing, communications, or digital media careers.

How to Apply:

Please submit your application via info@outofthewoods-therapy.co.uk, including a brief cover letter outlining your motivation to volunteer and any relevant experience.

Out of the Woods CIC is an equal opportunities organisation and values diversity in its volunteer base. We encourage applications from individuals of all backgrounds.

About Out of the Woods CIC:

Out of the Woods CIC is a not-for-profit organisation dedicated to providing play therapy, music therapy, drama therapy, and other creative therapeutic services to children and young people in Cornwall who have experienced Adverse Childhood Experiences (ACEs). Our work helps children process trauma, express their emotions, and rebuild their lives, enabling them to create a brighter future. We offer flexible, subsidized therapy sessions tailored to the unique needs of each child, with no time limits, ensuring they receive the care they need to heal.