



Volunteer roles

There are a range of volunteer opportunities that exist in our Shed. Apart from becoming a member you can choose to be more involved.

Media Lead

Our window to the wider community, promoting the Shed and what we do.

To lead on the delivery of the digital communications elements of the Shed. This will involve digital promotion and social media activity through the development of our website and social media.

Communicating our service offering successfully to local residents and other community organisations and ensuring successful delivery of online marketing campaigns as communications is core to all the Shed's plans and projects.

Duties and Responsibilities

Mainly working alone, but attending some meeting where necessary and reporting to the Board of Directors. A clear understanding of the groups aims is needed and a desire to make a difference to the people who are supported.

Website

- Create, edit and publish content updates and web pages
- Ensure content is optimised for all search engines and devices
- Improve and make suitable changes to reach a wider audience.

Social Media

- Create compelling and engaging content in line with the organisation's tone of voice.
- Manage social media activity across all appropriate channels
- Communicate with subscribers to their social networking activity
- Report on social media activity
- Respond to enquiries promptly.

Digital Marketing

- Create and implement campaigns and posts on Facebook & Twitter, ensuring audience appropriate messaging
- Support activities across the CIC with their digital needs and contribute to maximising income.

Analytics & Reporting

- Reports on user activity to content owners and the wider organisations
- Where possible use analytics to report on the performance of all digital marketing.

Person Specification

- Competent IT skills. Training can be provided in use of web software
- Creative
- Understanding and acceptance of the legal duties, responsibilities and liabilities
- Good communication and teamwork skills
- Dedicated to the organisation's cause and objectives and willing to act as the group's ambassador to external bodies, and companies
- A team-oriented approach to problem solving.

Forest of Dean & Wye Valley Men's Shed



Time Commitment

- Updating and responding when necessary
- Attendance at Management Committee meetings at least twice a year.