



## Volunteer Role Description

Role title:	<b>Social Media Maven</b>
Purpose of role:	To raise the on-line profile of PaganAid, promote sustainable development and recruit new regular givers.
Reporting lines:	Reports to the Social Media Coordinator
Main duties:	<p>Working as part of a virtual team:</p> <ol style="list-style-type: none"> <li>1. To produce and schedule a range of posts (both written posts with images and stand-alone memes) on our Facebook page.</li> <li>2. To share our posts on other Facebook pages and groups and on other social media channels to maximise our reach.</li> <li>3. To share suitable posts from other sources on our Facebook page.</li> <li>4. To help moderate discussion on our Facebook page so that it adheres to our community standards.</li> <li>5. To contribute to the development of our social media strategy and guidelines.</li> </ol>
Skills and qualities needed:	<ol style="list-style-type: none"> <li>1. Passion for sustainable development and PaganAid's mission.</li> <li>2. Experience in using Facebook and other social media.</li> <li>3. Excellent writing skills, able to express ideas simply and attractively.</li> <li>4. Appreciation of good design and the use of images.</li> <li>5. Confident in being able to produce simple memes using tools such as Canva.</li> <li>6. Willing and able to use simple on-line coordination software such as Trello.</li> </ol>

Note that all volunteers are required to read PaganAid's Volunteer Policy and Communications Policy, and agree to act with honesty and without discrimination, in line with PaganAid's values and with its best interests at heart.

The policies can be downloaded from our website: [www.paganaid.org/about-us/policies/](http://www.paganaid.org/about-us/policies/)

*Agreed in  
(to be reviewed in )*