

# SOCIAL MEDIA VOLUNTEER



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 **Gwent**  
**age Cymru**

# AGE CYMRU GWENT

## SOCIAL MEDIA VOLUNTEER



About us: We're a local charity working in the community of Gwent to support older people, their families and carers at a time when they need us the most. Our aim is for all older people to live independently and to be able to love later life!

You can find out more at [www.ageuk.org.uk/cymru/gwent](http://www.ageuk.org.uk/cymru/gwent) or across our social media (@agecymrugwent on all platforms).

About the role: We are looking for someone to help grow our online presence and keep our Facebook and Twitter accounts exciting and up-to-date. Could you help us?

Location: Hybrid, this role can be carried out from home, or from our Head Office, Blackwood.

Time commitment: You must be able to commit a minimum of two hours per week.

### What you'll do for us:

- Create interesting and engaging content relevant to Age Cymru Gwent and the older population of Gwent, across our social media platforms: Facebook, Twitter and LinkedIn
- Schedule regular posts promoting our events, activity and services
- Grow our social media networks by connecting with and promoting relevant organisations, projects and events
- Devise campaigns to increase likes, followers and reach across our social media platforms
- Monitor social media for likes, comments and notifications and responding appropriately
- Respond to, or, escalate enquiries received via social media
- Launch our organisation onto other relevant social media platforms

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### About you:

- You are familiar with social media platforms including Facebook, LinkedIn, Twitter, Instagram, and YouTube, and tools such as Meta For Business and Canva
- You have experience of using social media for marketing, either through your work or previous volunteering
- You can write clearly and concisely, with good attention to detail
- You are able to think creatively when sharing content and have basic design skills
- You have an interest in local sustainability projects
- You're reliable and able to work both independently and collaboratively

### What you will get out of it:

- Comprehensive induction, training, and ongoing support
- Expenses reimbursed as per volunteer expenses policy
- Valuable experience for those seeking a career in marketing, social media and PR
- Learn about Age Cymru Gwent's important work
- References after 4 months of volunteering with Age Cymru Gwent

### Further requirements:

- Enhanced DBS disclosure required
- Two satisfactory references to be supplied
- Access to your own equipment (laptop/tablet, broadband etc).

Don't meet every single requirement? We are dedicated to building a diverse, inclusive, and authentic workplace, so if you're excited about this role but your past experience doesn't align perfectly, we still encourage you to apply anyway. You may be just the right candidate for us.

**TO APPLY, PLEASE SUBMIT YOUR CV AND A SHORT SUPPORTING EMAIL  
OUTLINING WHY YOU THINK YOU ARE SUITABLE FOR THE ROLE TO:  
HR@AGECYMRUGWENT.ORG**