



## **Volunteer role description**

### **Social media volunteer**

Cats Protection is the UK's leading feline welfare charity, and our vision is a world where every cat is treated with kindness and an understanding of its needs.

Cats are at the centre of everything we do, and our objectives are homing, neutering, and educating people about cats and their care.

We help thousands of cats across the UK each year thanks to our network of dedicated volunteers, employees and supporters.

#### **A bit about this role**

Our social media volunteers use their passion and knowledge of social media to promote the activities of local volunteer groups and teams through various channels. They directly help cats by raising awareness of Cats Protection. A higher profile can help us raise the funds we need for our work, ensure people know they can adopt a cat from us, help promote neutering and help as many people as possible learn more about feline welfare.

#### **What can you expect to be doing?**

- Promoting the work of Cats Protection through various social media channels, for example, Facebook, Instagram and Twitter
- Gathering information from across the organisation and locally within your team or volunteer group
- Writing and creating social media content, ensuring it complies with policies and guidelines
- Scheduling and posting social media content
- Monitoring activity and responding to comments on social media channels

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### **What are the benefits to you and the cats?**

You will develop new skills, expand your knowledge, and make a significant contribution to improving the lives of cats and kittens by raising the profile of Cats Protection through social media. You will also meet new people, make new friends and be part of a dedicated team of volunteers.

### **We're looking for someone with**

- A passion for social media and experience of using social media channels regularly
- Knowledge of the advantages and disadvantages of using social media
- Good IT skills
- Excellent writing skills, including good grammar and spelling
- Good communication skills
- Willingness to be part of a team

### **Time expectation**

Our social media volunteers can expect to spend between two to five hours per week in this role. This role is flexible and can be shared by more than one volunteer if needed.

### **Support, guidance and keeping you safe**

At Cats Protection we believe our volunteers should be happy and confident in their roles. We provide support and guidance from our National Cat Centre and through our regional and local volunteer groups and teams. We offer engaging online and face-to-face training, expenses and have policies and processes to help volunteers get the most out of their time with us.

The wellbeing of our people is important and at Cats Protection we are committed to safeguarding children, adults at risk and all those that we come into contact with as part of our activities.

If you would like to find out more about this role, please contact: Insert name and contact details here.