

# Volunteer Role Profile



Volunteer Role

**Content Creator - Social Media**

Volunteer Manager

**Volunteer Manager**

Where you will be based

**Community**

## Why we want you

Volunteer Content Creators are vital in helping us to engage and inspire people with the work of the Trust. They help us to reach new audiences, increase our brand awareness and grow support for the Woodland Trust through digital channels including our social media channels. This is your chance to make a creative impact for woods, trees and wildlife.

## What you will be doing

- Creation of content that brings the work of the Woodland Trust to life by responding to a brief from our marketing teams or getting involved in generating creative ideas.
- Writing/filming/photography content and editing
- Travelling to Woodland Trust sites in your surrounding area
- Operating within our Volunteer Charter, policies, procedures, and guidelines
- As part of your role, you will need to log all the hours you volunteer through Assemble, your volunteering website, either on the desktop version or the mobile app

## The skills you need

- Familiar with creating content for one or more social media channels such as Facebook, Twitter (X), TikTok and Instagram.
- A good understanding of the fast-moving nature of social media, memes and trends.
- Confident with a camera (your phone is fine!)
- Experience in Canva would be an advantage but not essential as training will be provided.
- Good communication skills
- A passion for the outdoors and nature
- If you're comfortable being in front of a camera, that's a bonus
- An understanding of individuals media rights and permissions required to use images would be useful though training will be provided
- A sensible regard for health and safety

## What's in it for you

- A great opportunity to gain confidence in communicating with audiences



- to improve your employability and enhance your CV.
- This is a fantastic opportunity for you to get your photography, videos, stories, and copy published on our social media channels.
  - Hone your social media skills and make a real difference in the conservation of our woodland heritage
  - Receive a professional reference and certificate at the end of your time as a volunteer.
  - An excellent opportunity to support the UK's largest woodland conservation charity
  - A full induction to the Woodland Trust and access to a range of training

## **Disclaimer**

An interview and two references will be required for this role, and training will need to be completed before the role commences. Please ensure you have known referees for more than 6 months and they are not a partner, close relative, or Woodland Trust employee. Former or current work colleagues, friends, volunteers, and neighbours that have known you for more than 6 months are some examples that would be fine.

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Expenses will be reimbursed for return journeys from home based on public transport cost or mileage at standard rates for the Woodland Trust.