

Social Media Volunteer Role Description

We are looking for a dynamic individual who thrives on creative storytelling to help increase our presence on all social media platforms. This role is integral to the fundraising and communications team, as it will help drive brand awareness of FareShare Sussex's work which in turn will help us to raise more vital funds.

Ideally you will come into the office we would consider a hybrid working pattern of 5 hours a week for at least 3 months.

A bit about FareShare Sussex...

We are forging the way in fighting food poverty, tackling food waste and transforming lives using a low emissions model.



What will you be doing?

In this role you will be maintaining social media activity, collecting and creating content, and finding new engaging and on brand stories to share across our social media platforms.

- Conducting 'daily' social media (SM) activities - liking, commenting, sharing stories to increase our followers across our platforms. (Instagram, Twitter, Facebook, LinkedIn)
- Interacting with staff, volunteers and other members of the FareShare Sussex community with the aim of fostering good relationships, gathering photos and stories.
- Creating content for each area of our business e.g. operations, community food members, fundraising, food waste that engage and build closer friendly relationships with our followers
- Working with the Comms Manager in the content-planning and scheduling of posts.
- Exploring diverse marketing strategies e.g. challenges and games, that will help raise necessary funds for FareShare Sussex.

- Finding ways to attract local and national influencers and on board them to be the new FareShare Sussex ambassadors
- Researching and creating new systems to cut down on administration and increase the efficiency of the team

Who are we looking for?

- An outgoing and organised individual who enjoys working as part of a team
- Lovely people skills and the ability to talk to anyone from any walk of life, to be able to tease out captivating stories
- Confidence to engage with members of FareShare Sussex and our online community
- Positive and enthusiastic about reducing food waste and food poverty
- Ability to use social media professionally and other scheduling and marketing tools (e.g. Canva).
- Willingness to learn; curiosity and creativity to explore and find new ways of engaging an online audience.

What we'll give you in return...

- A fantastic opportunity to develop your communications skills and learn new marketing strategies.
- Join a team of like-minded people
- Reasonable travel expenses and a free lunch on site
- The opportunity to be involved in a cutting edge food waste distribution project
- Free training
- New experience and skills to add to your CV

How to apply:

If you think this could be the role for you or have any further questions, please email annam@faresharesussex.org.uk.