

**Volunteer Opportunity Template**

(feel free to re-use this template, rebranded for your own organisation)

**Opportunity:**

Social Media Support

**Organisation:**

Add your organisation name here

**Role Description:**

This section sets the stage of how the role will benefit your organisation (and the volunteer). The first few lines are critical and may make the difference between whether a volunteer reads the full role description, or not. Mentioning your charity’s purpose, the impact the opportunity will have (how the volunteer can make a difference), as well as the key elements of what the volunteer will be doing, can help to engage interest. For example:

“*Our charity supports local people by providing XX service which improves life chances for people with [X condition] by [doing what?]. We need a social media expert to bring us into the 21st century and help us to make the most of all the opportunities that social media offers. We are looking for someone with a strong interest in social media promotion opportunities who can help us to support our charity and spread our essential message through all social media channels (Facebook, Twitter, blog, etc..)”*

Also, think through what you are offering to the volunteer (intellectual challenge, qualifications, an enjoyable, friendly team)? What would you be looking for if you were a potential volunteer? Try to be as specific as possible (without too much complex detail, which can come later, when you send out the full application form). Will they be helping out in a team, alone or from home? What might an individual need to know before applying for your role? What might encourage them to help you? If you need skills in an area that you are not familiar with and therefore don’t know what will be required, be as specific as possible about the problem you have, and add that you are looking for assistance.

For example:

*“We need help from someone who can demonstrate their existing skills in social media promotion (and train the staff team to do this too) to support us as we respond to Covid-19. [Optional: Include any details about your Covid-19 challenges and how the volunteer will help you to face them.]*

*A more detailed role description can be inserted here, for example:*

*We would like the volunteer to liaise with [who?] twice weekly to ensure that the messages planned for social media meet organisational requirements and to post using [X] channels. In the event of urgent messages that need to be promoted (for example, service delivery when lockdown started), we would welcome applications from an individual who is willing to be flexible to offer support in emergency situations”.*

Adding in an estimate of the time commitment would help those searching for roles, as well as an indication of whether you can be flexible (for example, on the number of hours/ days).

**Skills**:

[e.g. Social media, communications, Outlook).

Who is your ideal volunteer for this role? What skills, experience and talents do they have? Which of these are vital and which are just “nice to have”? E.g.:

*“We are looking for a volunteer who [delete / amend according to what you need – or add your own]: Has a practical background (or is willing to learn) in helping an organisation to promote itself in the public space by writing and publishing (after approval from [X]), appropriate social media material with a view to [ what would you like the object to be here?].*

**Interests and Activities:**

People will search for roles using the categories that you select, so please take time to think about which elements in the drop-down menus are most relevant and will help interested individuals to find your role (if we see that you have missed any out, we will add them in at the review stage, but you will have the expert knowledge of what is most appropriate here).

**Location:**

Where will the role take place? The database offers a number of straightforward locations, but your circumstances may not fit what is offered (for example, if the location changes regularly). Where the options don’t meet your needs, please add some extra detail into the “role description” section to help potential volunteers to decide whether they can meet your requirements.

**Enquiries and referrals:**

Please put “organisation” into both boxes here (available through the drop-down menus).

**When do volunteers need to be available?**

Fill in the start and end dates that you would like the volunteer to be available for (this may well be the same as the dates the opportunity is to be advertised for). Please include the time commitment (including whether this is a short-term project) in the role description section.

**Days:**

Please tick as appropriate

**Quality Control:**

Please tick/ add some narrative to the boxes, as appropriate.

The options are:

Accessibility:

DBS Check Required:

Equal opportunities policy:

Expenses Reimbursed:

Ongoing Support; Health and Safety Policy:

Suitable for under 18s?

Training Provided:

Volunteer Induction:

Volunteer Policy:

Volunteers covered by insurance?

**Advertising (start and end dates):**

Please fill in the time that you would like the opportunity to be “live” on our site for (for ongoing opportunities, this might be several years). Remember that you will not automatically be updated when the role is removed (although the Volunteer Centre does regularly send out reminder emails about which opportunities are live) so feel free to err on the side of caution, when adding dates.

**Any questions?**

Please do get in touch with:

Marion Murphy (Volunteer Development Officer) or

Kate Shrager (Volunteer Centre Manager) using the contact details below:

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