



## Social Media Volunteer

### Role Description and Person Specification

#### **About Pain Concern:**

Pain Concern is a charity providing information and support to people with pain and those who care for them, whether family, friends or healthcare professionals. Visit our [website](#) to find out more about what we do, including our [Airing Pain](#) radio programme, [Pain Matters](#) magazine, information helpline, community pain education sessions and our research and campaigning work.

All pain is unpleasant, but for the 7.8 million people in the UK living with long-term pain it is a part of everyday life. It diminishes quality of life more than any other condition, leading often to loss of work, depression and disability. Anyone at any age can develop persistent pain and you will very probably know somebody affected. Although there is usually no cure, people who receive the appropriate treatment, information and support can manage their condition effectively with life-changing results

#### **Purpose of Volunteer Role**

Pain Concern would not exist without the support of our volunteers. We are seeking highly motivated individuals to join our social media team to help raise awareness of chronic pain and the work of Pain Concern to reach more people in need of the support we offer.

#### **What would you be doing:**

- Help develop social media campaigns and day-to-day activities;
- Manage presence in social networking including Facebook & Twitter;
- Prepare graphics for sharing across channels
- Monitor the impact of social media campaigns; Analyse, review and report on effectiveness of campaigns in an effort to maximize the charity's reach.
- Scheduling and posting social media content
- Capture and report on monthly data from across all social media platforms

**Is this role right for me:**

We are looking for an individual who possesses some or all of the below experiences, skills and qualities.

- Excellent communication skills
- Good knowledge and understanding of social media platforms
- Knowledge of marketing
- Strong IT skills and knowledge of MS Office
- Attention to detail
- Knowledge of / interest in pain and long-term conditions

**Availability and location**

Minimum commitment of 6 months.

Minimum 2-3 hours per week.

Hybrid volunteering from our office at Newcraighall Road, Edinburgh EH15 3HS or from your own location.

**Benefits to you:**

- Experience volunteering as part of a friendly team
- Meet new people
- Build on your employability skills
- Training and a dedicated volunteer line manager looking after you
- A job reference after 6 months of volunteering.
- Satisfaction of giving a valuable service to the community
- On-site car parking
- Reasonable travel expenses will be reimbursed in accordance with our Volunteer Policy

**How do I apply:**

Download and complete an application form our website at

<https://painconcern.org.uk/volunteer-for-pain-concern/>

For more information please contact [hr@painconcern.org.uk](mailto:hr@painconcern.org.uk)