



## **Digital Communications Volunteer Role Description**

'Women in Sustainability' is the network for professional women creating positive change for a sustainable world. We're here to provide inspiration, learning and community so vital for change makers. We do this through our online Network Hub events and our online learning platform. Our mission for 'women in sustainability', in a nutshell, is to support women to;

- Grow their network
- Nurture their purpose
- Be inspired

We now have Network Hubs operating in Bristol, London, Oxford, Manchester, Newcastle, Aberdeen, Edinburgh, Glasgow, Hertfordshire, and Stoke On Trent & Staffordshire. We have also launched international hubs in Frankfurt, and more recently, New York City.

The purpose for this role of Digital Communications Volunteer is to;

- Assist with our marketing strategy through researching and creating content that would be of highest value to our audience on LinkedIn, Twitter and WokenUp.
- Undertaking specific projects to help us better understand our audience on our social media platforms.
- Support WINS Hub Leads to grow and engage with their local 'WINS' community through digital communications.

*This role would report to Sarah King, Digital Accounts Executive.*

## **Key Functions – Digital Media and Content Support**

- Research, collate and share relevant items of interest (e.g. TedTalks, news articles, interest articles, social accounts to follow) that we can share with our community.
- Research potential interviewees for our 'Women Leaders in Sustainability' and 'Women in Sustainability' Blog series
- Support our Network Hub leads by providing ideas and copy for Hub specific Facebook Groups and our central social media channels.

## **Person Specification**

The role would suit a new graduate from a marketing or communications course or communications specialist who is looking to gain recent experience after a career break or a move into the sustainability/gender equality sectors.

Our volunteer would work closely with Sarah King, Digital Accounts Executive, who manages the WINS social media accounts, supports website content and provides communications advice to founder Rhian Sherrington.



## **ATTITUDE AND CHARACTERISTICS**

- Commitment to Women in Sustainability, our purpose and values
- Enthusiasm and flexibility, supporting the Digital Accounts Executive and WINS founder
- Ability to self-manage and take responsibility
- Positive attitudes towards our 'women in sustainability' community, team, and tasks
- Commitment to evaluate our needs and present solutions to meet those needs
- Ability to respond to issues and turn them into positive solutions/opportunities
- Delivery against objectives and tasks in your volunteer description

## **SKILLS**

- Strong research skills; ability to hunt down relevant online content, in line with our monthly content themes
- Knowledge of the sustainability industry; basic knowledge of key people within the field, comfortable with sustainability-related jargon and the key issues pertaining to the climate crisis (and the SDG's)
- Knowledge of digital tools e.g. social media, Google Docs, Trello, Hootsuite, Bitly, etc.
- Proactive reporting and ability to maintain high levels of communication
- Good eye for stories and interesting women in the industry we could approach for interviews
- Keen to learn more about our work and community
- Ability to multitask and juggle priorities
- Good administration skills; organised, thorough, high level of accuracy

## **Hours and Logistics**

Commitment of approximately **3-5 hours per week**, may vary from week to week, working from home. To help us organise ourselves efficiently, you will be expected to join a **20 – 30-minute weekly Zoom call** to agree priorities and tasks for the week ahead. Times TBC but likely to be a Thursday lunchtime.

## **How to Apply**

Please send C.V, covering letter, and references to: Rhian Sherrington ([Rhian@womeninsustainability.co.uk](mailto:Rhian@womeninsustainability.co.uk))

**Closing Date: 5pm, Friday 30<sup>th</sup> October 2020**