



SOCIAL MEDIA OFFICER (Volunteer)

Role: To increase visitor numbers by promoting gardens and developing good relations within social media circles; to liaise with the Marketing and Communications Team at Head Office to maximise social media activity for the benefit of the National Garden Scheme.

Reports to: County Organiser with close working links to the Marketing and Communications Team.

Location: Home based but with travel to gardens and other events/meetings.

Core activities:

- Maintain and develop a list of local social media contacts and work with Head Office contacts as required.
- Devise a programme of promotional activity to attract social media interest throughout the garden opening season and, where possible, to maintain interest and social media presence at other times.
- Respond to requests for assistance from the Marketing and Communications Team.
- Attend National, County and Regional Meetings and other events as requested.

Skills:

- Knowledge of National Garden Scheme gardens or willingness to learn about them.
- Ability to write clear, concise descriptions and stories and to use images effectively for social media.
- Ability to work with garden owners to develop content for social media use, and to work with beneficiary representatives to improve the spread of social media contacts.
- ICT skills and email access required.

Personal qualities:

Excellent communication skills; at ease with a wide variety of people; patience and tact in dealing with volunteers and Garden Owners.

Pro-active in contributing ideas to benefit the National Garden Scheme. A love of gardens. Should enjoy working as part of a close team, showing a mature, helpful approach to colleagues and Garden Owners.

Car driver desirable. Sense of humour!