

Social Media Marketing Volunteer - Job Description

This is a volunteer position - *travel expenses will be reimbursed.*

We would like to recruit a volunteer for 1-2 hours each day or 1 day per week, for a period of six months (with a one month trial period).

Main purpose of the role

The role of the Social Media Marketing Volunteer will be to assist the Communications & Marketing Manager in promoting Westway CT's activities and to raise brand awareness using social media platforms.

Reporting to: The Communications & Marketing Manager

Person specification

The volunteer position would suit a new graduate from a marketing course or a practiced marketer who is looking to gain further experience in social media marketing.

This role would suit someone who:

- Has some experience of marketing and social media, either through education, work or volunteering
- Is familiar with using social media platforms and other online tools to generate interest in a business or project
- Is an excellent communicator
- Is able to write clearly, accurately and concisely
- Can be flexible with their time: We envisage a volunteer will spend a short time each day (although not necessarily every day) updating social media channels
- Willing to attend occasional events and workshops with a view to reporting on them

The role

Developing Westway CT's social media presence with a particular focus on:

- Keeping our social media platforms updated, ideally at least two to three times per week
- Encouraging others to comment on our posts and share them
- Increasing the numbers of people following our posts on Facebook, Twitter, Pinterest, Google+ and YouTube.
- Building the Westway CT brand
- Helping to set and work towards, social media objectives and targets

As well as undertaking the following project:

- PR: Writing a press release monthly with a view to obtaining media coverage; responding to any resulting media interest, and working with Communications & Marketing Manager to obtain the necessary information, photographs and interviews if required.

The Social Media Volunteer will be expected to partake in brainstorming sessions and marketing meetings with the aim of setting strategies and objectives for social media campaigns.

About Westway CT

A not-for-profit Registered Society with charitable status and a Social Enterprise creating opportunities by providing essential transport and training services for individuals, voluntary organisations and community groups.

Mission

Adding value, bringing choice.

In everything we do we commit to being reliable, respectful, fair, ethical and sustainable.

We believe providing transport and training services are a means to a broader aim: harnessing community resources, meeting individual needs and creating social opportunities. Increasing disadvantaged people's independence, enriching their lives and improving their participation in society; by providing access to essential services, while being sensitive and helpful in meeting their transport needs.

We aim to keep services as affordable as possible for people with the least means. We offer quality and value for money; as services are delivered to a high standard in the most cost efficient way. We are user led and we have an innovative and approachable team that are always open to new ideas.

Firmly identified as a Social Enterprise we demonstrate, while delivering our core aims that we stimulate the local economy, generate local employment opportunities, and offer people the chance through volunteering and training to improve their employment prospects, advance within their current employment and obtain useful life skills and vocational training.

You can find more information about Westway CT at www.westwayct.org.uk

How to apply

If you are interested in this position please fill in the application form attached, save it to your pc and send it via our website, or by email traceyheap@westwayct.org.uk with a covering letter, listing your experience in a marketing role and previous use of social media platforms.

APPLICATION FORM



Recruitment

Please read the job description and person specification relating to the role you are applying for before completing all the sections in this form.

Personal Details

Position You Are Applying For	
Surname	
Forenames	
Address	
Postcode	
National Insurance Number	
Telephone Number (s)	
Email	

Driving Licence - Do you have a Car Driving Licence? Yes No

Date of passing Driving test	Manual	Automatic
Do you hold any other driving categories or licences? <i>Please tick the relevant boxes</i> <i>Please attach a copy of your driving licence (both sides of photocard)</i>	<input type="checkbox"/> D1 (101) <input type="checkbox"/> PCV D1 <input type="checkbox"/> PCO Licence Other	
Details of ALL Endorsements <i>Including any disqualification from driving in the last 10 years</i>		
Please give details of any previous driving experience in an employed or volunteering capacity		

Education, Training & Qualifications

Please give details of all formal qualifications obtained. Please include any work-based or government training courses (use separate sheet if necessary)			
SCHOOLS / COLLEGES / UNIVERSITY / OTHER TRAINING	DATES ATTENDED	QUALIFICATIONS	GRADE

Current Employment

Name & Address of Present/ Most recent employer	
Telephone number	
Your job title	
Current salary	
Date appointed	
Brief outline of responsibilities	
Period of notice required	
Reasons for leaving (please be specific)	

Previous Employment (add on a separate sheet if necessary)

Employer's Name, Address & Telephone	Job title and brief details of responsibilities	Dates	Salary	Reasons for leaving (please be specific)
If you left any previous jobs for medical reasons, please give details				

Personal Skills and Experience

Please tell us why you would like to work for us and what experience, qualities and skills you have that relate to the role (see the job description & person specification). You may use examples from previous jobs, voluntary work, relevant courses and other areas of your life. Please use a separate sheet if necessary.

References

Please give the names and addresses of TWO referees, who know you well but are not relatives. Ideally at least one referee should be your present or last employer.	
REFEREE 1	REFEREE 2
Name: Address: Postcode: Telephone: In what capacity does this person know you:	Name: Address: Postcode: Telephone: In what capacity does this person know you:
If you are selected for the post we would ordinarily only take up references before making a provisional job offer but may choose to do so before, unless you state below whether this would cause problems in the case of any current employment situation.	

Criminal convictions

<p>Some positions are subject to current, satisfactory certificated Enhanced Disclosure & Barring Checks which will be undertaken by Westway CT.</p> <p>Please declare below any 'spent' or 'unspent' criminal convictions '<i>(for people working with vulnerable groups, the Rehabilitation of Offenders Act (1974), Exemption Order (1975) does not apply)</i>'. Please give details, including date and nature of offence, penalty imposed and the name of the court dealing with it. Please note: Disclosure of criminal convictions will not necessarily disqualify you from the post, but if it is subsequently found that a criminal conviction has not been declared, this will be regarded as gross misconduct which could lead to your employment being terminated.</p>

Declaration

I confirm that the information given in this application form is correct and that I have a legal entitlement to work in the UK. I understand that obtaining employment with Westway CT on the basis of inaccurate information may be sufficient cause for rejection or, if employed result in my subsequent dismissal without notice.	
Signature of Applicant – By checking this box you are signing:	Date:

Please return this application to: Westway CT, 240 Acklam Road, London W10 5YG or you can scan and upload your documents to the website www.westwayct.org.uk or send by post/email.



Equal Opportunities Monitoring Form
CONFIDENTIAL

Please complete this form to help Westway CT monitor its progress as an Equal Opportunities Employer. The information you give is strictly confidential and will be kept separate – it will not be seen by the short listing or interviewing panel.

Age	Male / Female
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Would you describe your ethnic origin as: *(please tick or complete as appropriate)*

White <input type="checkbox"/> British <input type="checkbox"/> Irish <input type="checkbox"/> Other European <input type="checkbox"/> Any other White background	Black or Black British <input type="checkbox"/> Caribbean <input type="checkbox"/> African <input type="checkbox"/> Somali <input type="checkbox"/> Any other Black background
Asian or Asian British <input type="checkbox"/> African Indian <input type="checkbox"/> Indian <input type="checkbox"/> Pakistani <input type="checkbox"/> Bangladeshi <input type="checkbox"/> Any other Asian background	Mixed <input type="checkbox"/> White & Black Caribbean <input type="checkbox"/> White & Black African <input type="checkbox"/> White & Asian <input type="checkbox"/> Any other Mixed background
Any other group <input type="checkbox"/> Moroccan <input type="checkbox"/> Other Arab <input type="checkbox"/> Chinese <input type="checkbox"/> Filipino <input type="checkbox"/> Any other ethnic background	<input type="checkbox"/> All Ethnic Backgrounds <input type="checkbox"/> Not recorded Other – please describe: <hr style="border: 0; border-top: 1px solid black; margin-top: 5px;"/>

The Disability Act 1995 requires employers to make reasonable adjustments to ensure that a person with disabilities is given equal chance to be interviewed if short listed and to carry out the job if selected.

Please complete or tick as appropriate.

Do you have a disability which may need us to address any of your particular needs? **YES** **NO**

If yes, please describe your disability and particular needs.

Where did you see this post advertised?

Westway CT is committed to Equal Opportunities in its services and employment practice. It is concerned that no job applicant, or employee, or user of its services and facilities receives less favourable treatment on the grounds of race, colour, nationality or ethnic or national origins, age, sex, sexual orientation or disability. Westway CT is also concerned to ensure that no person will be disadvantaged by employment conditions or requirements that cannot be seen to be justifiable.

Westway Community Transport (CT) Limited is an exempt Charity and Registered Society no.27317R.