



Social Media Volunteer Role Profile

Name: Social Media Volunteer

Hourly commitment: 3-4 hours per week approx.

Learning By Heart is an initiative with 2 principal goals: to provide children and adults in the UK with accessible educational support, while in turn helping to widen access to education for young people across the world.

We provide online classes in a wide range of subjects, run by volunteer tutors, in exchange for pay-as-you-feel donations to educational charities. Classes are delivered remotely using videoconferencing platforms, so we are able to reach pupils all over the country. Currently, our profits are split 50/50 between [CAMFED](#) (the Campaign for Female Education), who work to increase the accessibility of and revolutionise girls' education in Sub-Saharan Africa, and [ECW](#) (Education Cannot Wait), who tackle education provision in humanitarian crises.

Learning By Heart is currently run by a management team of 4 volunteers. However, as the organisation grows and the responsibilities increase, we are looking to expand the team. We are looking for a new enthusiastic and reliable HR Volunteer to support the expansion and development of the Learning By Heart team, building and maintaining a skilled and supportive network of volunteers.

It is incredibly important to spread the word about what Learning by Heart does in order to increase the amount of volunteers, and in turn, help more young people with their education. As a new organisation, publicity is very important to attract people. Our social media pages need to be kept up to date with the work that we are doing, and spreading information about the charities we support. It is also crucial for recruitment, as our social media pages may be the first thing that people see, and we need to entice new volunteers to allow the organisation to grow and allow us to tutor more pupils!

Role responsibilities:

- Create content and post regular updates on all of our social media pages (LinkedIn, Facebook, Instagram)
- Reply to private messages received and direct them to our sign-up forms/our email address to receive answers to any queries

- Communicate with other teams to ensure all social media pages are up to date with the correct information (Fundraising & Comms, Outreach & Partnerships etc.)

The role and its responsibilities will evolve as the organisation grows. This is a very flexible role and most activities can be completed whenever you have the time making it a perfect volunteer role alongside other commitments.

To express your interest, please complete the following form:

<https://docs.google.com/forms/d/e/1FAIpQLScQT-cQ6tH7MMFPnQLw9iFtA0w1gelfbjgSojttTkw3FkQtg/viewform>

For more information about our organisation, please visit our website:

<https://www.learningbyheart.info/>