



Social Media Volunteer Role Profile

Name: Social Media Volunteer

Hourly commitment: 2-3 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 Social Media Volunteer to support the expansion and development of the Learning By Heart team, building and maintaining a skilled and supportive network of volunteers, through social media.

Role responsibilities:

- Plan, create and post regular content on our social platforms, with the aim to develop a brand presence, raise awareness of our organisation and encourage engagement.
 - We currently have active social media accounts on the following platforms: Instagram, Facebook, Twitter, LinkedIn and Pinterest.
 - At present, we aim to have a mix of informative posts, promotional posts and those relating to current events, although this can vary depending on the platform. We encourage creativity and innovative ideas, so are happy for you to come up with other avenues for content, too.
- Work with our partner organisations, CAMFED and Education Cannot Wait, where necessary to coordinate online campaigns.
- Work with HR to coordinate recruitment drives for new tutors, and marketing campaigns for new pupil signups.

- Assist with maintaining and updating our website (www.learningbyheart.info), which is hosted on Wix.
- Liaise with other LBH team members to produce content when necessary, such as promotional materials for tutor recruitment or event promotion.
- Running online engagement campaigns
- Analysing the organisation's outreach/engagement

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/>