

Championing and strengthening children and young people organisations in Devon



ADVERT

Are you savvy on social? Do you know someone that is? VOYC Devon are looking for a social media guru to work flexibly and part-time to help grow membership and keep its wide network of stakeholders informed, inspired and connected. Read on if you're interested.....

ABOUT VOYC DEVON (www.voycdevon.org.uk)

VOYC Devon is a well-respected specialist infrastructure network for voluntary and community sector groups that work with and for children and young people.

Established in 1964, VOYC is a diverse and rapidly growing network of local and national children and young people's organisations. We provide practical support and training to enable our groups to deliver their missions more effectively.

Our networks together support over 2300 children and young people's settings. Our vision is to develop a vibrant, diverse and sustainable voluntary and community children and young people sector in Devon that enables and enhances the quality of services for children and young people. VOYC runs a number of successful, highly regarded training courses and publish regular newsletters to keep our network informed and engaged.

DETAILS ABOUT THE POST

POST TITLE: **Communications & Marketing Coordinator**

SALARY: **£3,300 per annum**

HOURS: **25 hours a month**

RESPONSIBLE TO: **The CEO – VOYC Devon**

BASED AT: **Home Based (or office if preferred).**

DESCRIPTION DATE: **11/12/2017**

REVISED: **N/A**

ABOUT THE ROLE

VOYC is looking for someone to maintain and grow its digital presence. Our online presence is currently a Website, Twitter, Facebook and Youtube. The aim of the role will be to:

1. Listen and share breaking news and topics within the voluntary and community children and young people's sector,
2. Grow membership,

3. Stimulate conversations,
4. Link with national and local campaigns, topics and trending hashtags,
5. Keep VOYC's wide network of stakeholders informed, inspired and connected.

CORE FUNCTIONS:

Social Media

Through Twitter and Facebook:

- Publish the monthly newsletter on Twitter – Call to action to share and like. Tag in key partners and influencers who will share with their networks,
- Extend the reach of the network by finding local angles that enable VOYC to join in with and add value to key national campaigns,
- Find relevant local news, events and conversations to enable VOYC to join in with key trending or industry hashtags,
- Prompt conversation by retweeting and commenting on hot topics,
- Listen to local partners and promote their events training and good ideas/work (where relevant),
- Design occasional polls to gauge the thoughts of stakeholders,
- Celebrate the work of our members,
- Ensure a daily portfolio of tweets which include a good mixture of topical conversations, news items, raising the profile of VOYC work and/or membership and conversation starters,
- Locate, share and promote useful and practical resources that could aid them in running their groups.

Through the Website:

Provide information for the network with job vacancies, relevant training, potential sources of funding, policy matters, news, events and resources. Keeping it up to date is team effort working with the CEO and Administrator you will:

- Support the development of the key functions on the website,
- Add local news to the news pages and share on social media,
- Add events and training to the appropriate pages,
- Keep information relevant by cleansing when necessary.