

Marketing & Communications Volunteer

About the Role

Healthwatch Tower Hamlets is an independent organisation set up to champion the views of health and social care service users. It strives to make sure that health and social care services are meeting local needs and to ensure that the public's voice is heard regarding how local services are run.

We work extensively to promote service access options and provide information and advice about local health and social care services and issues to a broad audience across multiple communications channels.

This role is an opportunity to assist in creating and posting content across social media, Websites, and print media. Those looking for further skills will have the opportunity to develop strategies with the aim of increasing brand awareness and customer engagement for Healthwatch as well as analysing long-term needs and outlining necessary changes to our social media strategy.

Tasks

- Creating captivating content for our social media sites, which may include writing blogs, articles, posts, and multimedia content
- Managing multiple social media channels and their upload schedules.
- Monitoring and responding to customer feedback, comments, and social media posts
- Effective promotion of Healthwatch Tower Hamlets
- Collecting and disseminating public health information that is of value across the borough
- Raise awareness about important issues and organisations that operate in public health

Time Commitment

- A weekly commitment
- 4-5 hours a week for a minimum 3-month period

Travel commitment

Creation of social media content will, for the most part, not require travel, although occasional visits to the office may be necessary/required by your line manager.

Is this role right for me?

We are looking for individuals who possess **some or all** of the below experiences, skills, and qualities.

What we are looking for:

- Aged over 18
- Friendly and approachable manner
- Strong English [verbal and written] communication skills
- Organised with effective time management
- Creative
- Experience with Twitter, Instagram, and Facebook
- An ability to use IT (or a proactive approach to learning and upskilling)

What would be a bonus:

- Additional languages are considered a plus
- Experience with Canva, photoshop or other image editing software
- Experience with Audio or video media production

**To make an application or for more information please contact the
Volunteers team on 07944391223 or by email vip@yvhsc.org.uk**