



Volunteer role description: Digital Media Volunteer England

Section 1: What is Making Music and what do we do?

Vision

Everyone has opportunities within reach to make and present their kind of music with others.

Mission

Making Music is a membership organisation which supports, stands up for and celebrates groups of people making and presenting music together in their leisure time across the UK.

Objectives

In the next five years (2017-2021) Making Music will:

1. Help Making Music groups become stronger and better able to connect with new members and audiences
2. Stand up for and celebrate Making Music groups, their members, and others coming together to make or present music in their leisure time across the UK
3. Invite and welcome all kinds of music groups to become part of the Making Music community
4. Ensure Making Music is sustainable and robust for the longer term

For more information, please visit <https://www.makingmusic.org.uk/about-us/annual-report-and-accounts>

Section 2: Purpose of role

The Digital Media Volunteer will be responsible for helping the Making Music England team to develop, collate, prepare, and upload quality communications content to a variety of digital and social media. They will also interact with our growing online audience to build, develop and strengthen our online community. This role will make a significant contribution to raising awareness and satisfaction within our membership and beyond, and develop Making Music's presence across the voluntary music sector.

Section 3: Main activities/tasks will include:

- The systematic and applied development and management of our England social media pages
- Posting on Facebook, Twitter (and possibly other sites) both directly and through scheduling tools
- Identify and research suitable items to post and repost
- Make links to appropriate new accounts and organisations to build and sustain new relationships within our online community
- Encouraging our members to follow and contribute to discussions and share with each other.
- Work with the Member Engagement Manager to ensure the timely publishing of content to support campaigns, marketing and promotions
- Identify and research new social media opportunities as needed/appropriate
- Work to the Making Music branding and other guidelines and adopt the Making Music persona

Section 4: Skills/experience required:

Essential

- Good communication skills
- Excellent knowledge of social media networks and IT skills
- Marketing knowledge/experience
- Ability to write creatively and succinctly
- An understanding of the benefits and limitations across the spectrum of social media
- Computer, and internet access at home

Desirable

- An understanding of membership organisations
- Knowledge of social media scheduling
- An interest and appreciation of music and its importance to communities

Section 5: Application process

Applicants must complete the volunteer application form (a C.V. is not required) and details of one referee. An informal interview to discuss the role in more detail is required (either in person or by skype / telephone as appropriate) before a position can be offered.

Section 6: Training offered

A full induction will be provided. Regular in-house training on best practice will be given, and further training may be offered where resources allow.

Section 7: Location

Home based, with occasional travel further afield by agreement.

Section 8: Expenses

Out of pocket expenses, supported by receipts / copies of phone bills, will be paid in line with Making Music's Expenses Policy.

Section 9: Hours

We would like Digital Media Volunteers to be able to commit to at least one hour on two days per week. (Min 2 hours per week, average of 2-4 hours per week).

Reporting to: Sharon Moloney, Member Engagement Manager

Contact information:

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