



Volunteer role description: Digital Media Volunteer Scotland

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

Vision

Our vision is of communities enriched by flourishing amateur and community music groups offering opportunities for participation and engagement in music to all in their locality, transforming individual and community wellbeing.

Mission

Making Music's mission is to support, develop, connect and champion its members and everyone who makes, performs and presents music on a voluntary basis.

Objectives

1. To provide excellent membership services that enable music groups to develop and thrive, artistically and organisationally
2. To extend our membership in order to strengthen our voice, enable music groups to remain sustainable, and facilitate as many individuals as possible having access to musical participative opportunities
3. To represent amateur music at a local, national and UK-wide level to ensure it has the best possible conditions to flourish
4. To encourage more and new people to become involved in music so that more individuals and communities can experience and enjoy the benefits

Section 2: Purpose of role

The Digital Media Volunteer will be responsible for helping the Making Music 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 social media pages
- Posting on Facebook, Twitter and possibly other sites in a systematic and scheduled way
- 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 Area 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: 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 6: Location

Home based, with occasional travel further afield by agreement.

Section 7: Expenses

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

Section 8: Hours

We would like the Digital Media Volunteer to be able to commit to at least two hours a week, with the expectation that they will access the relevant social media platforms on a daily basis.

Reporting to: Alison Reeves, Manager - Scotland

Contact information:

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