



Volunteer Role Description: Communications and Social Media Volunteer

Background

ASSIST is committed to raising the profile of asylum destitution and giving a voice to people with lived experience of the asylum system. This includes in the press, on our website, via social media and at events.

Role purpose

To coordinate our communication with the public via the ASSIST website and through social media channels such as Facebook, Instagram, LinkedIn and Bluesky.

To aid our communication with the public and supporters via social media channels, mail-outs and newsletters, improve publicity and storytelling, and raise awareness of the asylum system and ASSIST's work.

Tasks

- Produce regular new and engaging content for Facebook, Instagram, LinkedIn, X, Bluesky, the ASSIST website and supporter newsletters
- Design graphics for social media, printed media, leaflets, posters and banners
- Ensure all communications are consistent with ASSIST's key messages and are representative of activity and values across the organisation.
- Regularly keep track of and respond to messages and comments on our social media platforms in a friendly and appropriate manner.
- Review and edit content to ensure good quality and appropriateness of voice for the ASSIST audience.
- Collection of data and the analysis of analytics for our social media platforms, newsletters, and website.

What you need to begin the role

- Understanding of, and willingness to work with, diversity and cultural difference
- Initiative and ability to work independently with minimal supervision
- Good spoken and excellent written English
- A good understanding of how to use social media tools
- A good level of computer literacy
- An interest in organisational communication and marketing
- Good communication and organisational skills
- Ability to work to deadlines
- An understanding of copywriting and language tailoring

- Experience with Canva or another similar graphic design tool

What you can gain from the role

- Understanding the basics about the UK asylum system, and the experiences of people whose asylum claims have been refused
- Learn to strategically disseminate the charity's core messages and values across diverse communication platforms to engage target audiences effectively.
- Develop skills in website design, content management (CMS), and copywriting tailored for digital platforms and diverse audiences.
- Obtain experience in creating engaging visual content using tools like Canva to support digital campaigns and enhance brand visibility.
- Learn to utilise analytics and data analysis tools to measure campaign performance, identify audience trends, and inform communication strategies.
- Gain experience in ethical and impactful storytelling, specifically focusing on giving a voice to marginalised members of society, such as people seeking asylum.

Essential Training Provided

- Intro to ASSIST
- Confidentiality and Data Protection
- Safeguarding and Boundaries

Time commitment: Half a day or a day per week

Volunteering days / time: Flexible

Resources: We cover travel expenses and other ad-hoc essential costs related to your volunteer role

Locations: Home, or at the or ASSIST Office at Victoria Hall Methodist Church, Norfolk St, Sheffield S1 2JB. You will need to be in the office for the induction training and initial shadowing period

ASSIST team: This role is part of the Resources team, managed by the Communication, Events and Fundraiser Coordinator.

Any Questions?

If you would like a chat about our roles or have questions, contact Leah, our Volunteer and Community Outreach Coordinator:

☎ 07422655683

✉ volunteer@assistsheffield.org.uk

To apply, head to our website:

<https://www.assistsheffield.org.uk/content/volunteer-us>