



MARINElife Social Media Volunteer

The Role

- Permanent volunteer position (subject to a 3 month probation period)
- 3-5 hours per week
- Reports to Communications trustee
- Commencing as soon as possible

Benefits

- Professional support within a network of other communicators
- Enhanced professional digital media skills
- Improved marine species identification through learning on the job
- Opportunities to participate in MARINElife events, training and surveying

Background – MARINElife

MARINElife is a UK-based charity established to coordinate and develop a growing portfolio of global cetacean and seabird research and monitoring projects. Through these projects and collaborations with like-minded organisations, we aim to further the conservation of the wildlife of oceans and coasts through scientific investigation and educational activities. www.marine-life.org.uk

Purpose of the role

To ensure MARINElife has an active, open, and responsive presence online, which will help to continually raise awareness of our activities and aims. We are now seeking a dedicated Social Media Volunteer. The Volunteer will need to be able to dedicate around 3-5 hours per week to creating and curating content online and be comfortable working remotely and liaising with MARINElife leadership via, email, telephone conversations, and occasional online meetings (usually held on Teams).

The MARINElife Social Media Volunteer will be responsible for helping the communications 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 of MARINElife and increasing interaction within our membership and beyond.

Main Activities/Tasks

- Assisting with the development and management of our various MARINElife social media pages; posting on Facebook, X, LinkedIn, and Instagram – both directly and through scheduling tools whilst following an agreed social media plan.
- To respond positively to messages and posts on our social media accounts including Facebook and X.
- Connecting with appropriate new accounts and organizations to build and sustain new relationships within our online community.
- Encouraging our followers to contribute to online discussions and share with each other.
- Work with the communications lead to ensure the timely publishing of content to support campaigns, marketing and promotions.
- Work to the MARINElife branding and other guidelines at all times to ensure posts are of a high quality.



- Ensure that all posts are relevant to MARINELife and at every opportunity link back to our research, educational work, and fundraising opportunities.
- To engage with volunteers, staff, supporters, backers, and stakeholders to ensure all projects are supported via social media.
- Research and use opportunities to link MARINELife social media activity into national social dialogue online - leveraging trends, specific days, or hashtags to amplify communication (for example #WorldOceanDay #BluePlanet2)
- Capture and review data on social media post performance to refine and tailor activity for maximum impact.

Relevant Skills/Experience

- Good cetacean & seabird identification skills
- Good communication skills
- Excellent knowledge of social media networks and IT skills
- Ability to write creatively and succinctly
- An understanding of the benefits of a social media plan
- Computer and internet access at home
- Knowledge of social media scheduling and scheduling programs such as Social Pilot
- Commitment to dedicate at least 3 hours per week to the role

If you have some of the skills above and are eager to support MARINELife in strengthening its online presence – we'd love to hear from you! While interest in, and knowledge of the marine environment is important, you don't need to be an expert at identifying different species; we're looking for someone with a desire to protect dolphins, whales, porpoises, and seabirds who is also eager to learn and can adapt and evolve on the job. The role would suit a volunteer with lots of initiative, looking to shape activities proactively and think creatively.

To apply - Please send your CV with a cover letter to volunteers@marine-life.org.uk by **no later than 27th May 2024**. We will commence interviews via Teams at the end of May/start of June. The anticipated start date for the position is June 2024. We will email you with suggested interview dates and times, in advance, should you reach the final selection stage.