



## **AMEND Ambassador Volunteer: Social Media Officer**

### **Role Description:**

This exciting Ambassador Volunteer role will aim to raise awareness of the vital work of AMEND (and ACC and Phaeo Para Support UK groups) through social media marketing in line with AMEND's strategy. You will help to increase understanding of the resources and support we provide for all those affected by rare genetic endocrine syndromes and cancers, and their loved ones, promote our fundraising activities and campaigns, and help raise awareness of these rare diseases. You will be responsible for developing, guiding, and monitoring AMEND's presence across multiple social media platforms.

### **Key tasks:**

- Liaising with AMEND staff to create an holistic and effective social media strategy to increase awareness, engagement, registrations and donations
- Creating captivating content for AMEND's social media sites, which may include writing blogs, articles, posts and multimedia content
- Responding to customer feedback and maintaining communications online, with the aid of AMEND staff
- Creating social media campaigns to increase engagement, member registrations and donations
- Sharing related content from relevant organisations with our social media audience
- Regularly analysing and reporting on measurable social media impact data
- Analysing the long-term needs of AMEND's social media strategy and offering quarterly reports to the CEO and Board of Trustees, outlining any necessary changes to the overall digital marketing plan, alongside emerging social media trends
- Staying up-to-date with the latest social media trends and digital technologies
- Story writing to share the experiences of patients, families, and fundraisers

### **You will need:**

- Experience in working with various social media platforms
- An enthusiasm to learn about complex medical conditions and their affects on our communities
- Excellent written and verbal communication skills
- In-depth understanding of social media platforms and scheduling tools
- Creativity
- Attention to detail and excellent organisation skills
- Customer service skills

**Time:**

We anticipate that this role will require ½ day per week, with additional time required in the first few weeks.

**Salary:**

This is a voluntary position with no salary

**This is a fantastic opportunity to support AMEND as part of a very small, friendly, and motivated team.**

Your manager will be: Jo Grey, AMEND CEO, 01892 516076, [jo.grey@amend.org.uk](mailto:jo.grey@amend.org.uk)