



Social media and digital marketing volunteer

Migrants Resource Centre has helped tens of thousands of migrants and refugees to get legal protection in the UK, learn English, find fulfilling work, and participate fully in society.

This is a very exciting time for MRC. Following our merger with Asylum Aid we are embarking on an ambitious new strategy. We are a charity that helps people thrive in the UK. Regardless of their starting point, whether a refugee, or a migrant, or a member of the long-settled British community, we help people live better lives. We believe that Britain can be a place where everyone can belong.

As part of this strategy, we are undertaking a comprehensive renaming and rebranding exercise. This will be rolled out at the beginning of April 2019.

Digital marketing and social media are crucial to our success. With very active followings on Twitter, Facebook and Youtube, we reach thousands of people online so they can know about our services and get involved. We use social media to mount successful campaigns to influence key decision makers on issues relating to migrants' rights.

During this period of change, we are looking for a passionate and driven volunteer to support our digital marketing and social media work and help us tell our story under our new brand.

MRC encourages applications from people with migrant or refugee backgrounds

Migrants Resource Centre is an equal opportunities employer.

Reg. charity no. 291789

The Role

Working directly with MRC's communications and public affairs officer, you will play an influential role in the public profile of the organisation as we launch our new brand. The role will include:

- Help us to redesign our existing social media platforms and roll out our new brand
- Set up new social media platforms and develop strategies to engage supporters and people who could benefit from our services
- Develop key messages and social media content to promote our work, our services and our vision
- Design visuals and multimedia content that get people's attention
- Monitor post performance and gain helpful insights to ensure we are constantly improving
- Prepare social media and digital marketing content
- Upload and schedule content for release and maximum impact.
- Support organisational objectives and campaigns
- Monitor engagement and providing insights

This is a great opportunity to develop skills in digital marketing, strategic messaging and design. Working within a small team, you will have the opportunity to make the role your own and have a lasting impact on our work going forward. You will be fully supported in your role to learn about the areas that interest you and you will be encouraged to engage fully with all aspects of our work.

This role will support MRC at a crucial time and we expect the role to last for two months with the possibility of continued engagement thereafter depending on the needs and wishes of the organisation and the volunteer.

The role will be based at our office in Tottenham Hale. Minimum commitment will be two days per week (negotiable) with the possibility of volunteering from home. Reasonable out-of-pocket expenses, including travel, will be covered. Please note these require receipts to be submitted, and/or evidence of travel.

The Candidate

Person Specification

Essential criteria

- A good understanding of different social media platforms including Twitter, Facebook and Youtube.
- Strong communication skills and an ability to communicate effectively, be articulate, with strong writing skills.
- Experience of using Microsoft Office, including Word, Excel and Outlook
- Ability to transform information into interesting and engaging stories suitable for social media.
- A good understanding of social media analytics and how these can be used to improve engagement.

Desirable

- Experience of designing and implementing digital marketing strategies
- Experiencing of using InDesign, Photoshop and other Adobe programmes to develop high quality visual content
- A knowledge of the issues facing migrants and refugees in the UK and a desire to learn more.

How to apply:

Please send a CV and a short cover letter detailing how you meet the above criteria and why you are interested in the role to ciaran.price@migrants.org.uk

Migrants Resource Centre