

# Media Community Engagement

## Role Profile

### Main objective

- To support the implementation of our current marketing strategy.

This role requires experience in social media engagement, and reports to Indigo's Head of Marketing.

*Start Date*      ASAP

*Hours*          16/ week

*Duration*       4-6 months

*Location*       Remote Working (must be based within the GMT to GMT+3 timezones)

*Remuneration*    This is a voluntary role. There is no financial compensation associated with this role.

*Benefits*          Being part of a wonderful team and helping amazing grassroots organisations find volunteers.  
Mentoring support & training related to the role and your development interests.  
Flexible working hours.  
This role can be accounted as an official internship.

**To apply, please fill in this [application form](#).**

## Purpose

We are looking for a part-time Media Community Engagement volunteer to play a pivotal role in enhancing our community outreach efforts. This role is crucial to the implementation of our community-driven initiatives across our social media, fostering a sense of belonging among our volunteers and amplifying the positive stories that define our organisation.

As a small charity, we don't have a huge budget for communications - but we do have access to inspiring stories, powerful imagery and an energetic team of colleagues. We're looking for someone passionate about our cause and curious to learn. You will work closely with our Head of Marketing on our campaigns as well as help plan out our strategies going forward.

This is an exciting opportunity to really help us grow our marketing and comms from the ground up. If you think you have what it takes, please get in touch.

## Responsibilities

- Collaborate with the Marketing team to implement strategies that strengthen community bonds and foster a sense of unity.
- Engage with our community of followers and ambassadors to expand our network and amplify our organisation's message.
- Post and schedule content as per the marketing calendar, ensuring consistency and alignment with our brand voice.
- Respond to comments and messages, and forward inquiries promptly and effectively to the Head of Marketing for further action.
- Keep our media accounts (Facebook, Instagram, TikTok) active by posting content created by the content creators and engaging through comments and story reposts.
- Monitor social media analytics to track engagement, identify trends, and report insights to the Head of Marketing for strategy optimization.
- Monitor and manage our social media accounts (Facebook, Instagram, TikTok) daily, ensuring active and timely engagement.
- Participate in weekly meetings to align efforts and contribute to strategy discussions.

## Skills & Experience

- Strong social media engagement and management skills, with a focus on engagement, scheduling and analytics.
- Experience in using social media platforms, including scheduling and analytics tools, is a plus
- Passion for social media and a keen interest in community engagement.
- Excellent computer skills
- Creative and passionate writing skills are a plus
- Knowledge of Canva or other content and video editing platforms is a plus
- Strong organisation and planning skills
- Strong team player
- Interest in working remotely, managing your own time and multitasking
- Interest in and frequent presence on social media
- Previous experience and/or demonstrated interest in the refugees and migrants sector, knowledge of the responsible volunteering concept is welcomed.

### **At Indigo Volunteers we see our differences as our strength.**

We are committed to cultivating an equal and fair working environment free from discrimination on the grounds of gender, marital status, race, ethnic origin, nationality, disability, sexual orientation, mental health, religion or age. We believe in promoting a sense of belonging, where our people are heard and valued and diversity of experience and perspective is celebrated.

## About Indigo

Indigo Volunteers is a charity that recruits volunteers, supports grassroots organisations, and creates networks along the European refugee route. We believe in the power of ordinary people, and enable them to work together to support refugees and displaced people. We work within a community of remarkable grassroots charities, volunteers, sector experts, and humanitarian organisations that are positively dedicated to supporting communities coping with displacement, inequality, and social injustice. Have a read about us [on our website](#).



## OUR VALUES

1. **Human-centred.** We put relationships, lasting collaborations and human wellbeing at the centre of everything we do.
2. **Humility.** We acknowledge that we do not have all the answers; we welcome feedback and strive to continuously learn.
3. **Accountability.** We follow through on our commitments; we are honest and transparent.

**To apply, please fill in this [application form](#).**

*If this role interests you and you have the required skill set, but cannot meet the expected hours and would be more interested in working on a project by project basis, please fill in the application form and explain your availability in the last section.*