

# Volunteer role description



Red Cross acknowledges  
the Traditional Owners  
of this land, their ancestors  
and Elders, past and present.

the  
power of  
humanity



## Social Media Team Volunteer

<b>Department</b>	<b>VIC Community Mobilisation Team</b>
<b>Availability</b>	<b>Varied hours</b>
<b>Location</b>	<b>North Melbourne</b>
<b>Category</b>	Contributing to our operational work

### **Building an inclusive, diverse and active humanitarian movement based on voluntary service**

#### **Role purpose**

The goal of the Victorian Social Media Team is to, build a vibrant social media presence, increase awareness of the humanitarian service & what we do, engage our existing communities (volunteers, members, staff) online, generate new audiences and drive people towards participation in humanitarian action.

There are various roles within the volunteer social media team which span across, graphic design, video/editing, animation, research, copywriting, moderation, internal staff liaisons, marketing strategy and content development.

#### **Role responsibilities**

- Help design and drive Red Cross Victoria's social media brand & strategy within a team
- Help generate, edit, publish and share engaging content (e.g. photos, videos, info-graphics, animations and memes)
- Liaise with internal departments to generate content
- Engage in copywriting for posts across multiple platforms
- Assist with scheduling posts & moderation of pages
- Assist with marketing & strategy to develop brand awareness, like promotions and competitions
- Graphic design/video production
- Help to develop long term growth strategy

#### **Knowledge, skills and experience**

- Experience working in or studying advertising/marketing, communications, journalism, creative writing, graphic design, video, editing, animation and social media
- Experience in generating & delivering social media content and across various channels (Instagram, Facebook and YouTube) for an audience would be highly regarded

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- Experience with animation, story boarding and comedic videos would also be well regarded
  - Ability to deliver creative content (text, image and video) would be highly regarded
  - Experience working in customer service, call centres, aged care or clients with disabilities
  - Creative problem solving and outside of the box thinking
  - Enthusiastic and eager to work within a dynamic team
  - At ease working independently or as part of a team to share the workload
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### Check requirements

- A National Criminal History Check prior to commencement and renewed every five years (Red Cross will arrange this)
  - Covid-19 vaccination (as required by government mandate)
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### Learning and development

- Complete Red Cross online learning modules as required
  - Attend Red Cross Volunteer Induction, Program Training and ongoing training as required
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### General conditions

We act always in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct

We are a Child Safe organisation and all volunteers are required to comply with relevant State and Territory legislation requirements

We comply with the Red Cross Workplace Health and Safety management system

We demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way

We may be required to assist the organisation on occasion, in times of national, state or local emergencies or major disasters

*In all activities, our volunteers are guided by the Fundamental Principles of the Red Cross and Red Crescent Movement*

**Humanity**

**Impartiality**

**Neutrality**

**Independence**

**Voluntary Service**

**Unity**

**Universality**

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