

## SOCIAL MEDIA ASSISTANT (VOLUNTARY)

<b>Title</b>	Social Media Assistant
<b>Responsible to</b>	Media/Press Officer
<b>Commitment</b>	Voluntary, Office-based Full-time 37.5 hours/week, 3 months minimum Immediate start
<b>Salary</b>	Travel/lunch expenses covered (£15/day)
<b>Location</b>	Whitechapel, London

### **Background**

The Muslim Council of Britain (MCB) is the UK's largest and most diverse national Muslim umbrella organisation with over 500 members including mosques, schools, charitable associations and professional networks. Our mission is empowering Muslim communities to achieving a just, cohesive and successful British society.

### **Role Purpose**

MCB are looking for a Social Media volunteer for a short- or long-term placement (minimum 3 months) to help drive our online campaigns with national and international visibility.

You will be responsible for delivering MCB's social media strategy, helping to establish and expand our visibility and engagement online.

Working directly with the Media and Public Affairs teams, you will be responsible for creating relevant, real-time content and helping to drive engagement. You will be there to support the Communications and Media team by creating, scheduling, reviewing and co-ordinating all social media related activities with both external and internal stakeholders.

### **Key Tasks and Responsibilities**

Day to Day activities will include:

- Writing engaging, inspiring and thought-provoking social media posts.
- Creating graphics for social media and web use.
- Writing social media posts and updates (on Instagram, Facebook, Twitter and LinkedIn).
- Scheduling and content uploading for social media, websites and blogs.
- Researching social media strategy and industry trends to implement changes for potential growth.
- Uploading approved social media images, posts and videos accordingly.
- Researching and using relevant hashtags to find target audience, to engage and comment on their content and send them messages to start to build rapport and a community.
- Liking, commenting and messaging our target audience. \* Report weekly to the Head of Media on the social media engagement and follower growth.
- Contribute to help grow a community across social media platforms.
- Extend brand presence socially to help increase engagement and loyalty.
- Look out for patterns and trends in consumer comments/enquiries and adjust comments accordingly.
- Increase leads and enquiries on social media.
- Research and contact influencers who can help to build brand awareness.

### **Person Specification:**

- We are looking for an enthusiastic self-starter with knowledge and expertise in social media management and producing digital content. We are a small team but extremely passionate
- The ideal candidate will have a passion for helping others and making a difference. New ideas are welcome, and we operate in a relaxed and friendly atmosphere
- Proven experience in a communications/social media
- Excellent written and spoken English language

- Keen eye for detail
- Strong communication skills
- Ability to exercise discretion and confidentiality with sensitive information
- Able to cope with pressure and meet tight deadlines
- Understanding of the issues that the MCB deals with and the potentials risks and impacts.
- Good understanding of British Muslim communities and respect for its diverse traditions and ethnic backgrounds

This is an ideal role for someone who wants to get on at the ground floor and help to shape MCB's online presence. You will be working alongside an interesting and friendly team.

**To apply:**

Please send a CV and a short covering letter explaining your motivations to [careers@mcb.org.uk](mailto:careers@mcb.org.uk)

Applicants will be considered on a rolling basis; therefore, **early applications are encouraged.**

Only shortlisted candidates will be contacted.