



KEEN London Volunteer Role Description

We run free, engaging and accessible activities for children with additional needs and disabilities. Our inclusive services offer one-to-one support that helps children to thrive, develop and, most importantly, to have fun.

Role Title:	Social Media Content Creator
Service/Team:	Comms Team
Reporting to:	Kirstie Hayward - Fundraising Manager
Time Commitment:	This is a flexible volunteer role. To get the most out of the experience, we would recommend 4-5 hours per month as a reasonable expectation.
Location:	KEEN London Office (Woodberry Down, N4 2TG) with opportunity for remote activities and attendance at external events.
Skills:	Photography, Filming, Creativity, Problem Solving, Data Protection, Confidentiality

Why we need your help

KEEN London is a small charity that relies on volunteers and supporters to deliver its unique one-to-one support. With a limited marketing budget we rely heavily on social media as a tool to share and promote our work, reach new volunteers and supporters, families in need of our service and like minded partner organisations. However, creating engaging content takes time and creative energy - which is where you come in!

Purpose of the role

Supported by the Fundraising Manager (who also looks after our Comms strategy), the Social Media Content Creators will create and produce engaging photos and videos

which KEEN London will use to promote its services and activities to potential volunteers and service users.

Tasks and activities

- Researching events, awareness days and celebrations to create relevant and timely material that utilises trending topics, hashtags to gain wider reach
- Attending sessions and capturing content for marketing purposes
- Creating visually engaging promotional material using the content you capture
- Supporting the wider Comms team by coming up with campaign ideas
- Monitor engagement and reach of media to understand what works best for us

Why Volunteer with KEEN London?

KEEN London would not be what it is without the volunteers who support our work, and we want to ensure that all our volunteers gain just as much from their volunteering journey as they put into the charity. To that end:

- We will provide job/character references to volunteers after a reasonable period of volunteering with us.
- We will give you opportunities to access other roles within the charity to help you broaden your skills.
- We have a budget set aside to cover volunteer expenses (see Volunteer Agreement below)
- We will provide you with ongoing feedback and support to enable you to reach your full potential at KEEN, you will receive an induction and handbook prior to starting your role and you will receive access to a virtual training portal with additional resources.

Volunteer Agreement

All KEEN London volunteers are asked to observe the Volunteer Agreement. This agreement is binding in honour only, is not intended to be a legally binding contract between us and may be cancelled at any time at the discretion of either party. Neither of us intends any employment relationship to be created either now or at any time in the future.

As a volunteer with KEEN London you can expect:

- To be a part of a unique and evolving charity that is providing a valuable service to children and young people with additional needs.

- To be introduced to how the organisation works and your role within it.
- A supportive and reciprocal environment that ensures a positive experience for you as a volunteer.
- To be invited to volunteer at special events and fundraising activities.
- Travel expenses up to £10 per return journey each time you travel into the office or to an external event.
- To be treated fairly and equally with dignity and respect, regardless of race, ethnicity, gender or gender identity, age, (dis)ability, religion or sexual orientation.
- A safe and healthy environment for you to volunteer in.
- Any problems or complaints to be investigated quickly and resolved fairly.
- Recognition for your efforts and successes – celebrating achievements and rewarding loyalty and dedication.
- Access to free Charity Worker Discounts.

Our expectations of volunteers:

- To maintain and uphold the reputation and good name of the charity.
- To treat other volunteers, staff and service users fairly and with dignity, and to respect everyone equally, regardless of race, ethnicity, gender or gender identity, age, (dis)ability, religion or sexual orientation.
- To ensure appropriate levels of confidentiality and data protection are upheld.
- To uphold our Child Protection and Safeguarding Policy.
- To adhere to all health and safety instructions.
- To be punctual and reliable when attending sessions and activities.
- To bring energy, enthusiasm and a willingness to learn.