



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.

We are committed to equality and removing barriers to participation, welcoming volunteers from all backgrounds and ensuring you have a positive experience:

- We will provide a structured onboarding process, a clear role description for every opportunity, and a named staff member as your main point of contact.
- You will have access to the KEEN London Volunteer Handbook and our online Volunteer Portal to access key policies and additional training resources.
- We will ensure all issues are dealt with swiftly and fairly through the Problem Solving process outlined in our Volunteer Support and Supervision Policy.
- If significant concerns arise, we will use a 'welcome period' to help both you and KEEN decide if the role remains the right fit.
- We will give you a variety of opportunities to share your views and feedback, including via surveys and an anonymous feedback tool.
- We will reimburse actual travel expenses up to £10 per event where necessary. We will also provide letters upon request for Charity Worker Discounts and professional references after a reasonable length of volunteering.
- You will be invited to special events (fundraising, socials, spring/summer parties, KEEN To Talk forums) and have the opportunity to participate in the Volunteer Rewards and Recognition programme.

To help us deliver our services effectively, we ask all volunteers to uphold the following expectations:

- Maintain the good name of the charity and behave professionally, especially when wearing KEEN London branded clothing.
- For session-based roles, independently sign up for sessions in advance, arrive on time, and notify us as soon as possible if you can no longer attend.
- For session-based roles, aim to attend at least two sessions a month for at least six months (with flexibility).
- Treat everyone fairly, equally, and with dignity, regardless of race, ethnicity, gender/gender identity, age, disability, religion, or sexual orientation.
- Follow our Safeguarding Policy, adhere to all staff health and safety instructions, and maintain confidentiality outside of KEEN London activities and sessions.
- Bring energy, enthusiasm, and a willingness to learn to your role