



Volunteer Position: Social Media Coordinator

This is an essential and growing role within WRI and the successful applicant will become part of WRI team, reporting to the Hospital Manager and working with staff and volunteers alike. This role will suit someone with a strong background in social media and online promotions, and who has the time to create innovative posts about our dynamic work across Ireland. The position is remote/work-from-home and is an immediate start.

Overall Responsibility:

As our social media coordinator, you'll manage WRI's online presence across all social media channels by developing a strategy, producing good content, analysing usage data, facilitating customer service and managing projects and campaigns.

Duties:

- Develop a robust, creative and engaging social media strategy.
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Pinterest, Instagram, Tiktok and YouTube, adapting content to suit different channels.
- Oversee, plan and deliver content across different platforms using scheduling tools.
- Create engaging multimedia content (and/or outsource this effectively) across multiple platforms.
- Develop, launch and manage new competitions and campaigns that promote our organisation and brand.
- Form professional relationships with influencers across social media platforms.
- Undertake audience/other social media research.
- Manage and facilitate social media communities by responding to social media posts and developing discussions.
- Monitor, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights.
- Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity.
- Analyse competitor activity and recommend improvements to increase performance.
- Educate WRI staff/volunteers on the use of social media and promote its use within WRI.

Requirements:

- Be a team player and ability to motivate others.
- Ability to recognise and celebrate individual's efforts and team achievement.
- Follow instructions and respond to management direction.
- Listens and responds constructively to others' views.
- Gives and welcomes feedback and shares expertise.
- Fosters a positive and inclusive work environment.

Preferred Skills : some of the following:

- A solid understanding of the use of a range of social media platforms, particularly in relation to advertising/branding and customers.
- Good copywriting and editing skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques.
- Knowledge and understanding of search engine optimisation.
- Creative skills for contributing new and innovative ideas.
- Strong communication and people skills for articulating ideas to colleagues and clients.
- Excellent team working, collaboration and networking skills.
- The ability to work well under pressure in order to meet deadlines.
- Skills in data analysis and interpreting statistics.
- Online community management and customer service skills to strike the balance between publicity and stimulating direct discussion with customers.
- An eye for detail and the ability to work accurately
- Motivated, committed and a self-starter.

Training: We are looking for an experienced self-starter to 'hit the ground running'. Overall training on the WRI and our core activities will be provided.

To Apply:

Please visit www.wri.ie to download a VOLUNTEER APPLICATION FORM. Please complete and email back to volunteer@wri.ie together with your C.V. and a written reference attached. Please put "Social Media Coordinator" in the subject line.

Location: This position is online. The WRI is based at the Wildlife Hospital, Tara na Ri, Garlow Cross, Navan, Co Meath, C15 V9TW