



SOCIAL MEDIA SPECIALIST

GENERAL DESCRIPTION OF DUTIES

We are looking for a driven Social Media Specialist to attract and interact with targeted virtual communities and ABRIR's social network users. Our goal is to achieve high engagement with Portuguese-speaking communities, teachers of Portuguese in the UK and ABRIR's associate schools and individuals. We also aim to increase ABRIR's website traffic and awareness of our charity's mission and projects. You will work in partnership with the Communication team.

SKILLS REQUIRED

- Interest in the education sector and charitable work
- Demonstrable social networking experience and social analytics tools knowledge
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills in both English and Brazilian Portuguese
- Familiarity with WordPress and Sharepoint. Photoshop basic knowledge is desirable, but not essential
- Fluency in English and Brazilian Portuguese

DETAILS OF DUTIES

- Strategically exploiting all aspects of our charity's project updates and roadmap via promoting them on social media and our website
- Build and execute social media strategy with the Directors of Communications and Projects
- Generate, edit, publish and share weekly content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize ABRIR Facebook and Twitter accounts within each platform to increase the visibility of social content
- Moderate all user-generated content in line with the moderation policy for each community
- Collaborate with website revamp & translation and coordinate actions between web designer, translator and Director of Communication

REGULARITY OF DUTIES

Volunteers must be able to commit at least 6 hours per week for this role.

REFERENCES

One reference will be required prior to the volunteer undertaking the role. This will be someone who has known you in a personal, work or voluntary capacity for at least one year.

