**GMDT Volunteer – Social Media Assistant**

Are you passionate about engaging audiences on social media, with a flair for creative writing? GMDT wants to publicise its work to a wider audience and gain feedback from people in Morpeth, and your skills could help us achieve our goals!

As a Social Media Assistant, you will understand target markets and the various channels of social media, such as, LinkedIn, Facebook, Instagram and TikTok. You will have admirable writing skills to produce written content for posts on social media, blogs and websites. You will come up with creative campaigns, thinking outside the box.

Your job will be to engage the viewer, convey information about GMDT, or write copy that motivates a reader to get involved.

We are looking for someone who can work independently, has creative flair and wants to jump head-first into an abundance of exciting projects.

**Responsibilities** - as a Social Media Assistant, you'll need to:

* Create content for channels across social media, blogs and websites.
* Tailor the content and tone of voice according to the brand and medium.
* Identify the key messages - understand what you want the reader to feel and do, and how to communicate this powerfully.
* Understand your target audience - you're not writing for GMDT, you're writing for the public of Morpeth
* Schedule content.
* Work to ensure that the visual elements complement the words.
* Measure the success of campaigns.
* Stay up to date with the latest trends on social media.

**Skills** - you will need to have:

* Strong listening skills, so that you can understand the brief.
* Excellent writing ability, including the ability to write in different styles and to other people's direction.
* A creative approach, both in coming up with ideas for new campaigns and for getting a message across innovatively.
* Good attention to detail, including the ability to proof-read your own work.
* Understanding of social media.
* Understanding the various channels of social media.
* The ability to work independently and flexibly.

This is an exciting opportunity to join our busy team.

You will be responsible for researching, writing, editing and proofreading written content:

* A strong interest in writing and good writing ability
* A sharp eye for detail and high standards of accuracy
* Creative thinking and a willingness to bring bright ideas
* A positive, friendly attitude and keenness to learn
* Knowledge of writing for different purposes and across different channels.

**What we can offer you:**

- great place to work with lots of opportunities to learn.

**-** chance to gain some work experience, although voluntary

**What is the role?**

* to manage the day to day running of the Networks social media channels (Facebook, Twitter, Instagram and other social platforms) linked to the GMDT Website.
* main duties of this role will include responding to customer enquiries via social media, creating and running social media campaigns to support business objectives, and scheduling proactive posts on a regular basis for the week ahead.
* providing analytics reports for business areas; including reach, engagement, and sentiment scoring

**What do I need?**

* An outgoing and engaging personality. You will have excellent interpersonal and organisational skills, and will be naturally creative and adventurous.

**Next steps?**

If interested in this position, please contact Leanne Baxter or Tracey Brown, GMDT Office Administrator by email [info@gmdt.org](mailto:info@gmdt.org) .