



# Volunteer Role: Social Media Assistant

## **About OPAL**

OPAL: East Dunbartonshire's Information Line is a free information service for residents of East Dunbartonshire. OPAL helps people get the information/support they need and to access local services vital to both their mental and physical health and wellbeing.

## **About the Role**

By assisting with the coordination of OPAL's social media activities, you will be raising awareness of the service and helping us to reach people who need support but don't know where to get it. Although our social media channels are well established, we feel we do not utilize these tools to their full capacity. We are keen to work with someone who is interested in this area and in return for your time, we will offer you the chance to showcase your skills and develop new approaches to promoting the organisation digitally.

Personal development is important to this role: there will also be opportunities for training, networking, and other tasks related to OPAL but most importantly you will be working alongside skilled OPAL Advisers, helping you develop your skills and knowledge on a range of topics. This could include; learning about local services; processes behind OPAL and signposting/referring; third-sector partners in East Dunbartonshire; answering enquiries on the phone and email; support OPAL in other tasks you may be interested in.

## **Skill , Attributes and Experience for this Role**

Essential: Motivated to help others. Reliable. Enthusiastic. IT skills and experience of using social media platforms, whether that's professionally or personally. Ability to communicate well with a wide range of people. Interest in personal development.

Desirable: knowledge of East Dunbartonshire and local services. Previous experience of digital marketing and promotion. Experience of working with charitable organisations.



## **Support and Training**

All volunteers will work with the OPAL Coordinator; a volunteer handbook will be provided; volunteers will be invited to attend development/training days; also invited to the operations side of OPAL and partner organisations, including groups and taster sessions.

Ongoing support will always be available: procedures and guidance will be provided on all topics and there will always be someone you can contact if you need any support, whether that's from the OPAL team or the partners involved in OPAL i.e. Ceartas, CAB or Carers Link.

## **Expenses**

Expenses will be reimbursed monthly, possibly weekly if necessary. This would be for travel costs and other expenses related to the role.

## **Accessibility**

After an initial induction and training period at Ceartas office (McGregor House in Kirkintilloch), you will be able to work remotely if you so choose, or continue to join the Team in the office.

OPAL will provide equipment and support where possible to ensure you can fulfil your role effectively - this will be discussed further throughout the application process.

## **Application Process**

We will have an informal chat where we will give you an overview of OPAL, how the service works and what outcomes we are working towards. We will also discuss your skills, aims and motives behind your interest in the role.

You will then be asked to complete a short application form.

## **How to Apply**

If you have any questions or would like to apply for this role, please contact the OPAL Coordinator, Ronnie Whiteside on;

Telephone 0141 775 0433

Email [mail@opaleastdun.org.uk](mailto:mail@opaleastdun.org.uk)