



The Linklater Pavilion
Railway Lane
Lewes
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DIGITAL MARKETING ASSISTANT – VOLUNTEER ROLE DESCRIPTION

Job title: Digital Marketing Assistant

Location: Linklater Pavilion, Railway Lane, Lewes, BN7 2FG

Responsible to: Programme Coordinator

ABOUT THE RAILWAY LAND WILDLIFE TRUST

The Railway Land Wildlife Trust aims to inspire environmental sustainability by bringing nature to the heart of Lewes. We do this through:

- Running the Linklater Pavilion as a community-based hub for the understanding of a sustainable environment
- Providing inclusive outdoor learning using innovative approaches
- Supporting the local authority in managing the Railway Land Local Nature reserve for the whole community

Volunteers are crucial to everything we do at RLWT. Each volunteer receives induction, training and ongoing support from our staff

SOCIAL MEDIA AND DIGITAL MARKETING ROLE

This is an excellent opportunity for someone who would like to gain experience of digital marketing as part of a business development strategy. The role is the result of a thorough review of our business model and communications strategies, and will be supported by the digital marketing firm who have undertaken this review with us.

We are looking for someone with an interest in environmental issues who would like to develop and / or use their digital marketing skills. We currently have Facebook and Twitter accounts, and will be adding Instagram as soon as capacity allows.

VOLUNTEER RESPONSIBILITIES

The role will vary depending on needs, but is likely to include:

- Putting together a monthly social media plan
- Posting against that plan, including setting up and promoting events on Facebook, creating content and sharing relevant posts
- Checking for posts that tag the Railway Land or use relevant hashtags
- Joining conversations in Lewes and in the environmental / conservation community to help get the Railway Land Wildlife Trust “seen” digitally
- Taking photographs of the reserve or events for posting
- Uploading information about events to other relevant websites
- With support, analysing the digital activity to help us target our communications effectively





QUALITIES & SKILLS REQUIRED

- Experience and confidence in using social media
- An understanding of the ways in which social media can be used to reach different audiences
- Creative and enthusiastic
- Good editing and writing skills
- An ability to maintain professional boundaries
- Able to work to guidelines.

TIME REQUIRED FOR ROLE

This is variable and likely to be worked in small chunks of time – probably totalling 4-5 hours per week.

EXPENSES & INSURANCE

- We cover all out-of-pocket expenses for volunteers, including travel, as agreed in advance.
- Volunteers are insured whilst volunteering for RLWT

WHAT WE WILL OFFER YOU

Volunteering at the Railway Land offers several generic benefits such as meeting new people, working in a beautiful environment, and helping to support local conservation.

- Progression into further volunteering opportunities
- A full written reference, after 12 weeks volunteering with us
- Opportunities to attend RLWT special events celebrating our volunteers, including social get-togethers, our annual general meeting (AGM) and promotional events
- Regular support from designated member of staff and external consultants where relevant
- DBS will be provided depending on the nature of your role
- A beautiful working environment and the opportunity to take part in an exciting period of the organisation's development

For more information, please contact Helen Meade

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