



## VOLUNTEER ROLE DESCRIPTION

Our vision is to foster a corporate environment where neurodivergent people are understood and form an invaluable part of the work culture – could you help us achieve this?

If you require this role description in an alternative format please contact

[volunteer@neurodiversityinbusiness.org](mailto:volunteer@neurodiversityinbusiness.org)

Title	Social Media Operations Lead
Team	Marketing and Communications
Number of hours	Approximately 7 hours per week
Timing of your volunteering	<p>You can volunteer the bulk of your hours at times that work for you. At first you may need to be available for questions or to check messages most weekdays as you support new social media operations volunteers. As you build the team's capacity, you can adjust your hours if needed.</p> <p>Please note that there will usually be a requirement for you to attend regular team meetings (generally two per month, but varies by marketing function). You may have the opportunity to influence the timing of these team meetings at a later date, but this cannot be guaranteed.</p>
Location	Working from home/remote-friendly
UK-based? (this may apply to a few of our roles)	<p>No – our marketing volunteers come from around the world!</p> <p>However, for this role, being in a time zone with a good amount of overlap with UK hours is helpful.</p>
Expenses	Reasonable expenses will be paid in accordance with our expenses policy if your volunteering requires you to attend a venue away from home.
Conduct expectations	We expect you to treat other NiB volunteers, staff and any stakeholders with whom you have contact on NiB's behalf, in an inclusive and respectful manner at all times. You will be expected to sign a non-disclosure agreement before joining us and to comply with our internal policies and procedures.
Start date	ASAP
How to apply	Fill in the form on our website (on the Volunteer With Us page)
Interview process	There will be a two-stage process. The first stage is a general interview to get to know you and understand your motivation for joining us. The second stage is an interview with the Team Lead or person with whom you would be working, where your role-related skills will be discussed.

## Volunteering with NiB

- We are committed to creating an inclusive and diverse volunteering community where everyone's contributions are valued and respected.
- We aim to provide the support you need to be happy and productive in your role
- We offer reasonable adjustments during the interview and selection process as well as in your role – please just let us know what would help you and when

## Team function

Our Marketing and Communications team is a dynamic group responsible for promoting the NiB mission and helping our teams communicate about their work to corporate members, individual members, partner organisations and the wider community.

We are recruiting for a social media operations lead to oversee our planning and scheduling, engagement, and monitoring and analytics. The volunteer in this role will work in conjunction with our content team on strategy.

## Tasks and responsibilities

We have built a robust and engaged community on LinkedIn and are looking to continue to strengthen our presence there as well as on other platforms. We maintain accounts on LinkedIn, X, Facebook and Instagram. We have groups on LinkedIn and Facebook.

- Develop or oversee development of monthly social media schedules in conjunction with content and communications teams
- Make sure content is delivered to plan and task pipeline and campaign tracking are accurate
- Train volunteers to schedule content using a scheduling tool
- Document processes or create guidance related to social media operations and engagement
- Train volunteers on engagement and moderation; act as escalation point as needed
- With internal stakeholders, create engagement plans for NiB social media groups and oversee implementation
- Monitor and analyse performance and work with content team to adjust strategy accordingly

## Skills and experience we're looking for

- Experience in a social media or digital media role
- Excellent organisational skills and ability to track multiple assignments, tasks or deliverables
- The ability to use social media scheduling tools and to use or learn SharePoint, Teams, and kanban boards
- A good mix of persistence and patience, as we do a lot of following up with busy volunteers
- Understanding of how the various functions in a marketing or communications department work together