

Social Media Co-ordinator

Role Profile

Across England, Wales and Northern Ireland, [Branches and Groups](#) offer direct support for people living with and affected by Motor Neurone Disease ('MND'), every day.

A Branch or Group Social Media Coordinator provides support to their respective Branch or Group by managing and maintaining the Branch or Group social media account(s) and content.

Tasks and activities

- Social Media Administration - manage Branch or Group social media accounts and channels, including responding to comments, queries and messages, reviewing and approving requests to join, and reviewing and approving posts
- Policies – review and manage account policies and permissions for posting, commenting, etc.
- Marketing – understand our audience per channel to help inform communication and content
- General communication – keep up to date with and share local to national news and updates
- Ensure that content is in line with the MND Association brand guidelines and tone of voice
- Community connection – link with other organisations and neighbouring MND Branches, Groups and charities to stay informed and strengthen our messages
- Adhere to the MND Association's policies and procedures, including GDPR and Safeguarding
- Time commitment is flexible and variable depending on local need and individual capacity

This role is recruited through Safer Recruitment processes, which means the process includes an informal interview and two references.

Volunteers complete a basic induction and receive a welcome booklet about volunteering with the MND Association and specific social media resources and guidance.

Volunteers receive ongoing local support from their allocated Community Support Coordinator ('CSC' – previously known as 'ASC') and relevant team members with a link to social media processes.

About our Branch/Group Social Media Coordinators

Across the MND Association, everything we do is underpinned by our Values.

We are **One Strong Team**

- We connect proactively with other volunteers to stay organised and plan content ahead
- We use our creative skills to showcase the amazing impact of our Branch and Group activities
- Where possible, we connect with other volunteers such as the Newsletter Editor and Webmaster to ensure consistency in communication

We **think Big**

- We use excellent communication skills to engage and grow our audience with quality content
- We are confident and informed about how we can support people affected by MND
- We use our brilliant ICT and diverse social media skills to succeed in the role

We are **Determined**

- We are committed to learning about MND and its impact on people and their families
- We have great attention to detail and experience in delivering fresh social media content
- We understand the need for consent, confidentiality and the importance of data protection

We make **Every Day Count**

- We champion the [Vision and Purpose](#) of the MND Association
- We deliver clear, inclusive and succinct messaging to drive growth in engagement
- We are always respectful and kind