



Are you interested in Marketing and Social Media? Do you want to help to provide opportunities for women to learn new skills?

Practical Woman is a new Community Interest Company based in Islington, London which aims to provide women with the opportunity to learn new practical skills in a friendly and supportive environment.

Marketing and Social Media Volunteer – Role Description

Main Purpose of the Role

The role of the Marketing and Social Media Volunteer will be to assist in promoting the work of Practical Woman including our practical workshops which take place a minimum of four times a year.

Reports to: the Director of Marketing and Communications

Time commitment: At least four hours per week with occasional days to attend weekend events. The role is available for a minimum of six months with a one month trial period.

Main relationships: The role is focused on external communications and building relationships with potential and current customers of Practical Woman. The Marketing and Social Media volunteer will be working alongside Practical Woman board members, in particular the Director of Marketing and Communications and the Operations Manager.

Person Specification

The role would suit someone who is:

- passionate about gender equality and has an interest in providing women with opportunities to learn new skills
- interested in supporting people to make positive changes to their lives
- interested in DIY and other practical tasks
- interested in a future career in marketing, sales and social media
- familiar with using social media as a tool to generate interest in a business or project
- experienced with marketing and social media, either through education, work or volunteering
- an excellent communicator
- able to write clearly, accurately and succinctly
- able to be flexible with their time. The volunteer may be asked to attend some of our events.



The role

Developing Practical Woman's social media presence with a particular focus on:

- Keeping our social media channels updated
- Encouraging other to comment on our posts and share them with others
- Increasing the numbers of people following our posts on our own website and on Facebook, Twitter, Instagram, Pinterest and YouTube
- Increasing bookings on to our workshops
- Photography for PW events
- Copywriting - blogging and writing content for the website
- Building the Practical Woman brand
- Setting, working towards, and reporting on social media objectives and targets
- Distribution of marketing materials

If there is a particular area you would like to gain more experience of, we would be happy to discuss this.

Location

Practical Woman is based in Islington, London and will require some work in Islington itself for the workshops but the day-to-day role is based on remote working.

How to apply

For more information about this volunteer role and to express your interest, please contact Emma Halford-Busby, Director of Marketing and Communications by emailing emma@practicalwoman.co.uk.