



## **Volunteer to support the Derwent Valley Mills World Heritage Site Social Media**

### **Role Purpose**

The Derwent Valley Mills World Heritage Site (DVMWHS) currently uses social media to promote the area in general and also specific activities delivered in and around the valley by the DVMWHS Partnership. The social media tools used include Instagram, Twitter and Facebook.

Work will include:

Write and edit engaging posts for our social media networks. Select appealing images and videos to complement text.

Coordinate with partner organisations to create promotional posts for events, projects and other activities.

The content will not be posted live, but will be used to create a bank of suitable copy that can be posted at a later date.

### **Key Tasks**

- Set up a programme of posts sufficient for a month at a time for Facebook that can be scheduled to go out over the following month
- Set up a programme of tweets sufficient for a month at a time for Twitter that can be scheduled to go out over the following month
- Set up a programme of posts sufficient for a month at a time for Instagram that can be scheduled to go out over the following month
- New content depending upon activities that are taking place that will need promoting using Facebook, Instagram and Twitter as and when needed

### **Key Skills Qualities Required**

- Enthusiastic, confident and self-motivated
- Able to work on your own and in a team
- Good communication skills
- Knowledge of social media platforms and able to grasp promotional opportunities

### **What you will get out of it**

- Becoming part of a friendly and dedicated team
- Using your communication skills
- Gain experience for your CV or personal development

**How much time it will take**

- If you can spare two to three days per month but this can be flexible

**Other information**

- This role can be based from home for some of the time, but will also need to be based at the DVMWHS Coordination Team office at County Hall, Matlock.