

## ROLE DESCRIPTION

---

Role: **Social Media Promoter**

Hours: Flexible according to time available – to be agreed.

Location: From home/mobile. Have social media contacts in the North West or Wales.

Reports to: Freshfields Community Fundraiser

---

## OVERALL PURPOSE OF THE ROLE

---

To 'Make a difference together for All animals'.

This role can be as big or as small as you have time for. You could help us to make new friends in the community, and let people know about ways they could help, by getting the word out there of important events, campaigns or fundraising activities through your own social media networks.

If you're passionate about transforming the lives of abused, abandoned animals, then becoming a social media promoter is a great and simple way for you to make a difference.

---

## KEY TASKS

---

- Increase the number of people following Freshfields Animal Rescue
- Increase awareness of the work and ethics of Freshfields
- Increase the number of new helpers and supporters
- Help increase the range and types of people supporting Freshfields work

---

## KEY SKILLS AND QUALITIES

---

- Be a regular user of Facebook, Instagram, Twitter or other popular platform
- Have lots of friends and contacts
- Lots of followers would be great
- Awareness of professional standards when posting about Freshfields.
- Ability to protect and enhance Freshfields reputation
- Friendly and confident
- Great communicator
- Passionate about achieving a better world for wild animals and pets.