

## Appendix 1 – Role Profiles



### Westminster LGBT Forum Social Media Co-ordinator Volunteer Role Description

**Role Title:** Social Media Co-ordinator

**About us:** Westminster LGBT Forum is a community group, run and supported by volunteers, for LGBT people who live in, work in or visit the City of Westminster. Our purpose is to support our community, and improve services and provision for LGBT people across Westminster.

The [Constitution](#) of the Forum gives more detail on the overall structure, aims and relevant policies

**What we're looking for:** Someone who is enthusiastic, proactive, dedicated and creative, with experience of using social media for promotional and engagement purposes, to support the Forum in having an online presence.

**What you will do:** As the Social Media Co-ordinator you will develop and maintain the Forum accounts on Facebook, Twitter and Instagram to promote events, raise awareness, fundraise and generally engage with the community.

Your key tasks will be:

- Create and maintain a social media plan
- Using social media to promote the activities of the Forum, events, achievements and engagement pieces,

including copywriting for social channels and creative asset creation

- Keeping social media accounts up-to-date and live, regularly updating them
- Managing queries sent via social channels
- Work with the Volunteer Lead to grow a team of social media volunteers

**The support you will get:** you will work closely with the Forum Committee, and directly with the Volunteering Lead. You will be joining a very supportive team of volunteers who are always ready to support each other.

**What we need from you:** We ask that you are able to give a regular amount of time to the role, to enable us to keep our social media up-to-date, relevant and engaging. We are also looking for someone to bring ideas about how we can bring our social media alive.

**Who is right for the role?** This role will be suitable to a wide range of people, but we are primarily looking for volunteers with the following qualities, skills and experience:

- Passionate about the LGBTQ+ community and upholding it's rights
- Good communication skills
- Able to work as part of a volunteer team, but also take initiative and work independently
- Experience of working with social media and creating content

**Interested?** If you have any queries or questions about this role, please email us at: [volunteering@westminsterlgbtforum.org](mailto:volunteering@westminsterlgbtforum.org)

#### Join us!

If you would like to apply, please send a short expression of interest, outlining your relevant qualities, skills and experience to:

[volunteering@westminsterlgbtforum.org](mailto:volunteering@westminsterlgbtforum.org)