



What About The Children?

'Raising awareness of the never-changing emotional needs of children in our ever-changing society'



Registered Address: Feldon House, Chapel Lane, Newbold on Stour CV37 8TY
<http://www.whataboutthechildren.org.uk> Email: enquiries@whataboutthechildren.org.uk
Twitter: @WATCthechildren

Patrons: Sir Micheal Morpurgo, Rebecca Abrams, Sir John Timpson, Dame Sarah Storey

Social Media Marketer

Help us to create a compelling social media strategy to inform the wider public about the science of infant brain development and the importance of secure infant/ parent attachment for long term physical and mental health. The brain develops at its most rapid from conception to age 3, experience during this time shapes a child's future for ever, out of all proportion to the rest of childhood. When a child has positive, appropriately responsive loving care in the first three years it prevents emotional harm with huge benefits not only to the child but the whole of society.

We would like the volunteer to :

- Perform an audit of our current use of social media
- Assess the impact of our current social media activity and make recommendations on how we improve our presence, engagement and where we should focus our efforts
- Help us develop and execute a social media campaign around the importance of secure infant/parent attachment & babies' emotional needs for optimum brain development
- Provide guidance on how we can manage our social media on an ongoing basis e.g. using a centralised tool, creating a content calendar, identifying easy and free graphic tools and images
- Work with us to produce fresh and engaging content for our social media channels
- Manage and maintain social media channels on a regular basis

You will be working with members of our management committee who will provide our existing style, branding guidelines and any background material required as a starting point].

We are looking for a volunteer who has experience and skills in:

- Building strategies to increase social media following, awareness campaigns and fund raising
- Creating content calendars to help plan social media activity

The volunteer should

- Have the ability to quickly understand the needs of our organisation
- Understand the resource constraints of a small charity and be able to work with these.
- Be aware of the importance of Safe Guarding in relation to young children.

Skills

Digital: Social Media Marketing

Making a difference

Your input will help What About The Children? influence policy and practice to prevent the emotional neglect of children through promoting awareness about the latest science on infant brain development and the importance of secure infant/parent attachment .

What's in it for the volunteer? *

You will support What About The Children? to prevent the emotional neglect of children too young to speak for themselves. You will join a committed group of people, with no political or religious affiliations who are all volunteers and improve the life chances of children and the wellbeing of society.

The volunteer will work

from home, we will consider candidates from across the UK.

Time to suit them

1 to 15 hours on initial short term project to carry out audit and develop a social media strategy

1-3 hours a week there after to maintain the social media platform

Email enquiries@whataboutthechildren.org.uk with expressions of interest, send CV or for formation