

Role Outline - Volunteer Social Media & Website Administrator

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| Volunteer Role: | Volunteer Social Media & Website Administrator |
| Charity: | RSPCA Lancashire East Branch (Reg. Charity No: 232253) |
| Location: | RSPCA Lancashire East Branch Animal Centre Nearer Holker House Farm Enfield Road Altham Accrington BB5 6NN |
| Reports To: | Senior Management Team (SMT)/duty manager or nominated employee |

1. Overall Purpose of the Role

To assist with the design and maintenance of the Branch website and social media feeds to create and increase a positive online presence for the charity

2. Principal Responsibilities

General Online Activity

To support and increase the Branch's online presence through the redesign and ongoing maintenance of the Branch website to create a positive, dynamic and interactive user experience and the development of a positive social media profile, this may include the following volunteer activities:

- To create a modern, dynamic and interactive website design
- To develop interactive features such as the use of online forms
- To help promote traffic to the website and social media feeds through both an improved look and feel to the website and enhanced use of online tools (e.g. scheduled posts)
- To improve the use of both the website and social media as a proactive tool to support animal rehabilitation & rehoming
- To create interactive pages and positive social media posts to facilitate an increase in volunteering opportunities
- To increase income generation through the use of enhanced online donation facilities and signposting of Branch events across the website and social media feeds
- To promote the work of the Branch and the activities undertaken at the animal centre and charity shops
- To create suitable graphics and promotional videos for use on the website and social media platforms
- To ensure that all activities comply with GDPR and online security requirements

Customer Care

- To support the SMT to address online enquiries in a timely and professional manner
- To treat customers in a polite, friendly, positive and helpful manner
- To refer any customer complaints to the relevant member of the SMT/duty manager

Financial Management

- To ensure that online donations are actioned in a secure and prompt manner implementing any agreed financial procedures to deal with the receipt and handling of all monies received

Maintenance

- To report any faulty or damaged equipment to the relevant member of the SMT/duty manager

Observation, Reporting and Record Keeping

- To assist the SMT with recording, filing, updating and retrieval of all administrative records
- To use a variety of software packages including MS Word, MS Excel, Google Docs and Google Sheets
- To maintain records, registers and statistics as required by management

Security

- To ensure that firewalls and security software are maintained and regularly updated to protect the Branch and prevent the abuse of supporter/donor data
- To ensure that all process and record keeping is GDPR compliant

Health & Safety

- To complete all relevant health & safety training, including online training modules

While at work staff & volunteers are required:

- To take care of their own health and safety and that of others who may be affected by their acts of omissions
- To ensure that they follow all procedures laid down in the health and safety manual and as instructed
- To cooperate with all Branch and Society policies and procedures for health & safety
- To report any health and safety concerns to the relevant member of the SMT/duty manager

General

- To attend volunteer meetings and undertake volunteer training courses (online and face-to-face) as required

3. Role Context

- Work is assigned by the relevant member of the SMT/duty manager or nominated employee
- Work is carried out in accordance with Branch procedures which are governed by the RSPCA licensing regime, the Society's veterinary guidelines and other relevant RSPCA policies, procedures and advice
- Volunteers are supported by the relevant member of the SMT/duty manager or nominated employee

4. Training & Support

- Training in the specific role will be provided as part of the volunteer induction process
- All volunteers are required to undertake basic online Health & Safety (H&S) training as part of the volunteer induction process: this is a requirement of our insurers and upon completion ensures the volunteer is covered by our insurance provider (n.b. we can facilitate access to online training if you are otherwise unable to access the course)

- Volunteers are encouraged to sign up for the Learning Hive (the RSPCA's online training facility), which gives them access to a range of RSPCA training courses, including RSPCA standard procedures training

5. Additional Information

- Volunteers may, on occasion, be asked to assist staff & volunteers with other activities at the Branch
- The role may involve the lifting and carrying of heavy items

(n.b. this role outline is a statement of the volunteer role as of February 2025. It should not be seen as precluding future changes that may be deemed necessary by management or the Trustees)

Person Specification

Volunteer Role:

Volunteer Social Media & Website Administrator

| Requirements | Essential | Desirable |
|---------------------------------------|--|--|
| <i>Education</i> | GCSE or equivalent in Maths and English Qualification in Web Design | |
| <i>Experience</i> | Proven experience of web design Demonstrable ability to increase website traffic Demonstrable experience developing a positive social media presence Proven understanding of the need for confidentiality and ability to observe GDPR (data protection) requirements | Previous experience as a volunteer Previous experience in the charitable sector Experience of working with the general public and/or in a customer care environment Experience of running a social media page for a charity or business |
| <i>Special Skills & Knowledge</i> | Good oral and written communication skills. Good interpersonal skills including the ability to communicate at all levels Proven ability to work under direction but equally able to use their own initiative Proven ability to prioritise workload Advanced IT skills over a series of operating systems and with demonstrable experience in web design and social media promotion | Knowledge of animal welfare issues, particularly as they relate to RSPCA policy and practice Basic knowledge of health and safety regulations |
| <i>Personality & Disposition</i> | Demonstrable willingness to learn and acquire new skills through training Personable and with an open, positive approach to new ideas coupled with drive and enthusiasm A flexible and collaborative approach to colleagues both staff and volunteer Honest, trustworthy and reliable | Ability to remain calm under pressure |
| <i>Special Circumstances</i> | Sympathy for animal welfare and the work of the RSPCA | Willingness to attend Branch locations in person to discuss and develop and design online presence |