



ROLE DESCRIPTION:

County Inspire social media volunteer

Role

Supporting the county Inspire lead volunteer in creating visual and written content aimed at 18-30 year olds and taking the lead with updating the county Inspire social media platforms

Personal qualities

Creative, innovative, strategic marketing skills, organised, excellent IT skills and previous experience of working with a variety of social media platforms and an understanding of GDPR

Term

Appointed for an initial term of 3 years and may be re-appointed for a further 2 years*.

Responsible to

County Inspire coordination lead volunteer

Working with

County Inspire team,
Other county team members,
Region Inspire network (when required)

Responsibilities

- Support the Inspire lead volunteer in creating exciting visual content aimed at 18-30-year-olds, for the following groups:
 - prospective members (*older Rangers or young leaders, younger adult volunteers etc*) - to introduce Inspire as a way to stay in Girlguiding, during/after university or starting full time work etc.
 - existing volunteers (*18-30 volunteers*) - promoting Inspire as a way of connecting with others within their age group across the county and to continue doing what they love in Girlguiding, just for them (*outside of usual role responsibilities*).
- Collaborate with the team to establish a social media posting schedule to create a frequent stream of 'Inspire-ational' content – celebrating key dates in the Girlguiding calendar (*World Thinking Day, International Women's Day, Black History Month etc*) as well as promoting Inspire, or other county / region events.
- Help set-up and support regular updates to Instagram, Facebook, Tiktok and X pages for Inspire Hertfordshire.

- Explore creating an Inspire Hertfordshire Discord Community and/or WhatsApp group as a way to grow a county level Inspire Network.
- Work alongside the county media and communications team to ensure written and branded content follows Girlguiding's branding guidelines.
- Help generate written content for the monthly/bi-monthly Inspire Blog.
- Attend Inspire team meetings.

Optional

- Attend region Inspire meetings.
- Visit Ranger units within the county to promote Inspire.
- Support at county events to help promote Inspire and to cover Inspire activities to promote on social media.

*Reappointment is not automatic.