



Job Title: Social Media Volunteer

Job purpose: To support Health Poverty Action's Core Team with social media content creation, research and planning

Responsible to: Community & Events Officer and Executive Assistant to CEO and Communications

Location: Home-based.

Salary: Voluntary, expenses paid when in person is required

Hours: Part time, hours negotiable

Closing date: 7th April 2023 5pm GMT

Interview dates: Ongoing

How to Apply

Please email your interest by 5pm (GMT) on 7th April 2023 to personnel@healthpovertyaction.org

In your email please include (max 400 words written, or 3 minutes recorded):

- Why you want to volunteer with Health Poverty Action,
- Your relevant experience (including lived, work, academic and/or volunteer experience), and
- What you hope to get out of volunteering for this role.

Please note that due to a potentially high number of applications, only shortlisted candidates will be notified.

Thank you for your interest in the work of Health Poverty Action.

About Health Poverty Action

At Health Poverty Action, we work alongside ignored communities worldwide who refuse to accept the injustices that deny people a healthy life. In Guatemala, we stand with local midwives to fight the discrimination that stops Indigenous women giving birth in health centres. In the UK, we highlight how the legacy of colonialism has caused the devastating global health and inequality we see today.

We don't pick the easiest road, we pick the one that will make the biggest difference to people's lives. That's why our local team in Myanmar will trek for six weeks through the freezing mountains to run health training courses. It's why we join forces with communities in remote Somaliland villages, supporting people to demand better transport links to health facilities. Our approach partners us with some of the most remote and marginalised communities around the world.

And it's why we confront policy issues that are complex and sometimes controversial, like the fact that the 'war on drugs' has only made inequality – and health – worse. Taking on these barriers to health doesn't make our job easy. But, just like the communities we work with around the world, we won't accept the status quo if it takes away someone's chances of living a healthy life.

We urgently need to see health differently. If we want to make the world healthier, we need to look at the whole picture of what makes millions of people miss out on basic healthcare. We need to ask difficult questions. We need to confront the big issues.

Because missing out on health isn't inevitable. Neither is poverty. They are caused by discrimination, by racism, by companies, by governments. These are decisions made by people in power – and that means we can change them. By seeing health differently, and its links to poverty, we can build a healthier future.

At Health Poverty Action we actively value diversity and promote equality and inclusion. We also value and respect lived experience relevant to our work to tackle injustice and create a fairer, more equal world. We actively discuss how to be more representative and inclusive, and encourage people from all backgrounds and experiences, and varied skill sets, to join us and help shape what we do. We are particularly keen to hear from people from historically underrepresented groups.

JOB DESCRIPTION

Context of this role/About the Role

Health Poverty Action has an exciting opportunity for someone to gain experience in the NGO sector as well as use their creative side. We want to create high-quality social media content that showcases our radical voice, and highlights the incredible work health workers, activists and volunteers are doing worldwide.

We are looking for someone who wants to show off their creativity and who has an eye for design. This is an opportunity to work on a range of social media platforms and tackle a range of issues (from building a social media presence to increasing engagement between the organisation and supporters). We are keen for you to achieve this through experimentation and research. We are also interested to hear your ideas for posts and ways to connect with supporters. This role is for someone who is proactive, has opinions about communications and is willing to share them!

You will have opportunity to support a range of departments including fundraising, policy and campaigns and programmes. A large part of your role will be to help us present accessible messages to a broad audience!

Your support will be vital to the team at Health Poverty Action, to spread the message of healthcare as a right and to encourage supporters across the world to act in securing healthcare for all.

Key responsibilities

The following summary is indicative of the current scope of the role. However, we recognise that the continually developing nature of our work means it is not possible to have fixed responsibilities, and we also wish to support personal development wherever possible.

Health Poverty Action therefore allows for responsibilities attached to posts to be continually reviewed and adjusted in consultation with the post holder, considering the developing needs of both the organisation and the individual.

1) Content creation

- Use Canva, Adobe Creative Cloud and other apps to design posts for social media and fundraising campaigns
- Create content for Health Poverty Action Global, Find Your Feet and Health Poverty Action USA social media that fits the needs of each

2) Schedule planning

- Support the Core Team to create a comms schedule for the year

3) Audience research

- Analyse Health Poverty Action Global's social media to learn about our audience. Comprise recommendations to create content that is more fitting considering this research and support implementation.

Safeguarding

Health Poverty Action believes all adults and children have equal rights to protection from abuse and exploitation. We are committed to taking action for the protection of all participating in and related to our work, and to eliminate exploitative and inappropriate behaviour. In cases where positions include a high level of safeguarding risk, police checks or local equivalents will be carried out.

PERSON SPECIFICATION

Qualifications and experience

We are open to meeting applicants with a range of experience and qualifications that show their skills with content creation, research as well as passion for social media.

Knowledge and skills

Engaging writer when creating copy for social media.

Excellent organisational skills, able to adapt to new challenges as they arise.

Reliable, able to meet deadlines.

Working style

Pro-active, practical and energetic. Someone who takes responsibility and delivers.

Good at working under pressure and to tight deadlines, and able to deal with variable workload and additional requests.

Flexibility and willingness to take on new tasks when required.

Well-organised, with excellent attention to detail.

Resourceful, able to deliver with limited resources.

Excellent team player – a positive, supportive and collaborative colleague.

Personal

Flexible and adaptable.

Approachable, empathetic and supportive personality.

Able to work effectively in a multi-cultural context.

Able to maintain confidentiality.

Commitment

Passionate commitment to Health Poverty Action's work and values.

TERMS AND CONDITIONS

Salary

Voluntary, expenses paid when in person is required.

Hours

Part time, hours negotiable.

Health Poverty Action believes in supporting flexible working as much as it reasonably can.

Holidays

N/A

Pension

N/A

Location

This is a home-based post. It can be located anywhere with good enough internet.

It is part of Health Poverty Action's Core Team.

This team was previously based in a London office, and at that time known as our 'Head Office team', but has now moved to home working, enabling much more diversity of location.

Some occasional London-based practicalities that remain, which means that having proximity to occasionally attend meetings there in person is a very slight advantage, but this will not be a major factor in recruitment.

At Health Poverty Action we celebrate diversity and promote equality and inclusion amongst all our staff and everyone we work with.

Thank you for considering working with Health Poverty Action.