

## **SOCIAL MEDIA CONTENT CREATOR (Voluntary)**

**Location:** WRI, Coast Road, Mornington, Co. Meath A92 F2NF

**Apply:** Send CV and covering letter to [enquiries@wri.ie](mailto:enquiries@wri.ie)

**Role:** Voluntary with flexible hours to suit your schedule.

Wildlife advocacy through social media is an impactful way to raise awareness and inspire action. If you have a passion for wildlife and expertise in digital engagement, this role provides an opportunity to make a difference while honing your skills.

### **Job Summary:**

The Social Media Volunteer will assist in managing and growing Wildlife Rehabilitation Ireland's online presence. This includes creating and scheduling posts, engaging with followers, and developing content strategies to promote wildlife conservation and WRI's initiatives. Volunteers will work closely with the team to align online messaging with organisational goals.

Applicants must be creative, tech-savvy, and organised. A good understanding of social media platforms, trends, and analytics is essential. Volunteers will represent Wildlife Rehabilitation Ireland with professionalism and diplomacy. Experience with graphic design, photography, or video editing is desirable but not necessary. The role offers flexibility but may occasionally require timely responses to significant wildlife events or campaigns.

### **Key Attributes & Responsibilities:**

- **Passion for Wildlife Conservation:** An enthusiasm for wildlife and conservation efforts to create authentic and impactful content.
- **Digital Media Skills:** Proficiency in social media platforms such as Facebook, Instagram, Twitter, and LinkedIn. Experience with scheduling tools and basic graphic design software is a plus.
- **Effective Communication:** Strong written communication skills to craft engaging posts, captions, and messages tailored to different audiences.
- **Creativity:** Ability to generate innovative ideas for posts, campaigns, and multimedia content that capture attention and inspire action.
- **Analytics Awareness:** Familiarity with social media insights and analytics to track performance and adapt strategies for better engagement.
- **Collaboration and Networking:** Coordinate with team members and external organisations to amplify campaigns and initiatives.