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Social Media Connector Role Description

Organisation / department	CONNECT and Discovery
Role title	Social Media Connector
Reporting to	CONNECT Project Coordinator
Days and times required	Approximately 2 hours per week. This is a flexible role and days/times will vary.
Time Commitment	Minimum of 2 terms
Person Specification	<ol style="list-style-type: none">1. An interest in and understanding of health & wellbeing, particularly in students2. Knowledge of social media platforms such as Instagram, Facebook and Twitter3. Ability to transform information into interesting and engaging stories suitable for social media4. Effective communicator with strong written skills5. The ability to work well unsupervised and within a team6. Innovative and confident in sharing ideas7. Experience of using Microsoft Teams, Excel and Canva8. Willingness to find out about and promote campaigns, workshops, events, activities and other opportunities across the University and community
Purpose of role	<ul style="list-style-type: none">• To work with a team of volunteers to create and maintain a social media plan• To develop engaging social media content• Promote the CONNECT Project to students & staff at Swansea University & UWTSD
Main tasks might include	<ol style="list-style-type: none">1. Work as a team with other volunteers to create a social media plan2. Create engaging social media posts for Instagram, Facebook and Twitter3. Keep up to date with campaigns, events & activities to share on social media4. Share key messages across your own social media platforms to engage other students5. Communicate regularly with the CONNECT Project Coordinators and Digital Developer to update content

	<p>6. Share ideas and feedback with CONNECT team to improve project promotion & engagement</p>
Training/support	<ul style="list-style-type: none"> • Full induction (<i>including Student Mind's 'Look After Your Mate' workshop</i>) • Ongoing support from CONNECT Project Coordinators • Regular volunteer meetings
Benefits	<ul style="list-style-type: none"> • Digital marketing experience • Development of communication skills • Increase your confidence • Work with a team of enthusiastic volunteers • Experience of working in the field of wellbeing & mental health