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Role Description

Below you will find the role description for Social Media Marketer Volunteers

Requirements

- Co-ordinate with our developers and medical advisors to understand the work we are doing and promote on our social media channels.
- Design and develop multi-media content that is engaging, relevant and visually appealing.
- Ensure that content posted to social media is relevant and supports our overall aims.
- Coordinate the frequent publication of content for social media campaigns across our social media accounts.
- Monitor and analyse the success of social media campaigns in order to identify weaknesses, propose recommendations for improvement and implement changes to enhance effectiveness.