Volunteer Content Creator

**About the Role**

Diversity Role Models actively seeks to embed inclusion and empathy in the next generation. Our vision is a world where everyone embraces diversity and can thrive. This will help create a world where future generations embrace, accept and support difference. Our mission is to create an education system in which every young person will know they are valued and supported, whoever they are.

**What do we do?**

Diversity Role Models create safe spaces where young people can explore difference and consider their role in creating a world where we all feel accepted. Our student workshops feature LGBTQ+ or ally role models who speak openly about their lived experiences, building young people's empathy so they can understand the (often unintended) impact of their language and actions. In order to ensure sustained change, we supplement this by training school governors, staff, and parents/carers.

The communications team are keen to add more voices, skills, knowledge and lived experience to the work we do. We’re looking for talented people with skills in photography, filmmaking, graphic design, writing, drawing and digital and multimedia art to share their skills with us, creating dynamic content that will thrill and engage our followers and subscribers.

We are looking for people with a passion for social media – particularly Facebook, Instagram, TikTok and Twitter – who can help us drive awareness and engagement with our Role Models, schools, volunteers, followers and subscribers of the online community. If you have a good know how on in-app editing we would love to learn from you.

We’re also interested in hearing from people who want to write articles for our website, write up interviews with our staff, support Diversity Role Models photoshoots and filming projects and using audio tools to tell our story.

Our Volunteer Content Creators will make exciting new content that will tell our story, shout about our life-changing work and connect us with LGBTQ+ or ally communities.

We would particularly value volunteers from multiply marginalised LGBTQ+ or ally communities, including people of colour, trans and/or non-binary, disabled people who can guide how us on making content that is relevant to all people.

**Duties/Responsibilities**

* Create content for various social media platforms: TikTok, Instagram, Facebook, Twitter
* Work with Diversity Role Models management team to create video content for TikTok, Instagram, Facebook, LinkedIn and Twitter.
* Support the live streaming of events happening throughout the various sectors of the organisation.
* Write articles for our website.
* Interview members of the team, role models. volunteers and the community and transcribe these / develop them into marketing and editorial content which can be used for visual and audio projects.
* Organise and collate recourses and images that can be used for upcoming marketing campaign.
* Propose other dynamic ways of showcasing our work, our impact and our diverse community and workshops.

**Skills and Knowledge Required**

This opportunity would suit someone who has:

* Experience and interest of creating content of social media including video creation, photography, infographics and audio.
* A knowledge of social media and social media trends
* Good writing skills and an eagerness to create copy-written text
* A willingness to learn about current anti-bullying and LGBTQ+ topics and issues
* Good planning skills

**Benefits of Volunteering**

* You will gain real life creative experience that you can add to your portfolio and CV.
* Employers often appreciate that you have done some volunteer work.
* As someone starting out in the creative industry experience can be difficult to find – volunteering for a cause you support can be inspiring and provides a great industry insight!
* You will be mentored by the management team who can provide feedback and guidance for your work.
* This role is flexible so we can work around your schedule which is ideal for those with other commitments such as studying, working, child care, etc.
* Induction to Diversity Role Models.
* Receiving updated information on opportunities within Diversity Role Models and other organisations to advance your own interests and develop opportunities for further engagement in this area.

**How to Apply**

To apply for this role please email us with your relevant experience. This could be a CV, Cover Letter or your LinkedIn page etc. Please email your expression of interest to: [SophieM@diversityrolemodels.org](mailto:SophieM@diversityrolemodels.org)