

## Social Media Coordinator

Objective: To promote and celebrate Doula UK and its members, share resources and raise awareness of our work and the benefits of doula support on the Doula UK Instagram, Facebook and Twitter public feeds.

You will work closely with Sarah Robinson - Fundraising, Communications and Marketing [admin@doula.org.uk](mailto:admin@doula.org.uk) and the Marketing/Digital Coordinator (position currently being covered by Abbi Leibert) [marketing@doula.org.uk](mailto:marketing@doula.org.uk)

### Tasks include but are not limited to:

- Create an annual calendar of upcoming social media events to engage with and create posts for. Eg - Breastfeeding Week, Pride, World Doula Week...
- Schedule posts using Later
- Create new posts using Canva and adapt existing Canva posts
- Monthly check in with the team about what needs to be promoted and highlighted
- Looking out for posts from our partners to share (birthrights, ButNotMaternity, Make Birth Better)
- Liking and sharing our members posts (particularly on instagram)
- Share newspaper articles about doulas
- Ensuring all output is relevant, inclusive and represents our diverse community

### Skills needed:

- Proficient use of Facebook, Instagram and Twitter including posts, stories, reels, videos and lives
- Design experience in creating posts and using Canva software
- Experience of scheduling posts using Later or Facebook Business Suite
- Excellent organisational and communication skills
- Writing/editing background a bonus

The time commitment for this role is estimated at 2 - 4 hours per week to create and schedule posts, though sometimes it may be a little more or less depending on what projects are ongoing.