



**Volunteer Role Title:**

Social Media Volunteer

**Responsible To:**

Project Officer (Communities & Events): Sirri Topping ([sirri@leapsports.org](mailto:sirri@leapsports.org))

**Purpose of the Role:**

LEAP Sports Scotland is committed to breaking down the structural, social and personal barriers which prevent lesbian, gay, bisexual, transgender and intersex (LGBTI) people across the country from accessing, participating and excelling in Scottish sports. We believe that sport, and all the benefits it brings, should be for everyone. We are dedicated to making Scotland a proud leader in the ongoing campaign to recognise and celebrate diversity in sport.

Utilising social media has proven essential in our work, from using it to get key LEAP messages out, advertising and promoting both ours and affiliate groups' news and events to reaching and consulting with community members, partners and supporters.

Working chiefly with our Project Officer for Communities & Events but also with the rest of the LEAP team regularly, the primary aim of the Social Media Volunteer is to help LEAP achieve our organisational goals and build the profile of the wider LGBTI sporting community in Scotland by effectively utilising various social media platforms. This includes curating and maintaining our social media platform accounts, responding to queries shared over those platforms and attending events to promote them with posts, images and videos.

**Main Tasks:**

- Regularly produce original content for one or more of our social media accounts
- Attend, document and promote ours' and partners' events with photography and short posts
- Respond in the first instance to direct communication shared with us via various social media accounts, directing and relaying queries to staff as necessary
- Create and share engaging hashtags and other engagement tools over social media accounts
- Use LEAP social media accounts to promote and amplify partner organisations, affiliated sports groups, community members and allies wherever possible

## **Person Specification:**

Skills, Qualities and Experience:

### Essential:

- Excellent level of IT literacy, or willingness to familiarise with new platforms and IT skills
- Organisational skills and ability to keep up to date and track of multiple different accounts at the same time
- Ability to communicate eloquently and diplomatically

### Desirable:

- Experience of managing social media accounts in professional capacities
- Knowledge and understanding of LGBTI and sports-related issues

People from all backgrounds are welcome to apply and we would particularly encourage applications from the BME community, who are currently under-represented within our team.

## **Where and When:**

### Where:

Where work can be completed in your own time, you're very welcome to make full use of our office and collaborate where possible with members of our staff team, utilising our computers, print resources, Wi-Fi and amenities. Or, if you prefer you can work remotely and check in over phone or messenger with the Project Officer for Communities & Events.

Where tasks may require you to meet with staff members and/or other volunteers, you may be asked to attend meetings at specific times. These times can be negotiated based upon schedules and commitments of volunteers, as well as always held in accessible locations. Phone or video conferencing can also be arranged for those unable to travel or located more remotely.

You may also be asked to attend specific events and to participate in the promotional aspects of events. We will support volunteers in every such instance to be able to undertake these duties where they may otherwise be faced with travel or access barriers.

### When:

The planning and administrative side of this work is expected to take place mostly within the standard working hours of 9am-5pm, Monday – Friday, however some events hosted or attended by LEAP will be necessarily held during evenings and weekends. Given that possibility for this work to include events which may be held on evenings and weekends, LEAP will work with you to develop a flexible working schedule and time commitment which

are both tailored to that potentiality and any other commitments you may have, without expecting uniform attendance at all and any events.

**Training & Support Provided:**

- Introductory training and ongoing support from Project Officer for Communities & Events
- Tailored training relevant to specific roles and/or tasks undertaken by volunteer
- Group support and supervision opportunities, including fortnightly check-ins to discuss anything arising in relation to your work with the organisation
- Use of any other relevant resources as required
- Volunteer social and recreational events with staff team

**Expenses:**

Travel expenses to and from required meetings will be reimbursed, as well as any other reasonable expenses incurred in the process of performing volunteering duties for the organisation.

**Accessibility:**

LEAP Sports Scotland strives always to provide a supportive environment which is cognisant of the intersectional needs of staff, volunteers and service users from a variety of diverse backgrounds. We are therefore determined to ensure that we do everything we can to help make LEAP a positive organisation to be involved with for people who are disabled or who may have any additional support or access needs.

**LEAP Sports Volunteer Statement:**

By volunteering with us, you are giving your time and energy to help us achieve our goals and as such it is our responsibility to create a working environment and organisational culture in which you feel comfortable, safe, included, listened to, supported and valued. It is our responsibility to ensure that we provide you with an environment of this kind. As such, we will work with you upon the initiation of any volunteer role undertaken and throughout that role to ensure that this is the case.

It is also paramount to the LEAP staff team that you enjoy and gain from your role as a volunteer with us; we believe that volunteering with us should constitute a relationship of mutual benefit which enables volunteers to pursue personal interests, develop skills, make social and professional connections, enjoy recreational opportunities and to advance their personal development. This is the ethos which informs the parameters of all our voluntary roles and we always welcome any feedback from volunteers as to how we can best ensure this.

**Volunteer Support:**

One of our team members will be available to you to discuss your access needs, and to develop a plan for how we can best meet them.

General queries: Andrew Marshall ([andrew@leapsports.org](mailto:andrew@leapsports.org))

**Application process:**

Our application is a simple online form which you can find via the volunteer section on our website: <https://leapsports.org/support-us/volunteer>

Following the submission of your application, we will be in touch within 2 weeks to advise you of the next steps.