



## Book Bus Volunteer Role Description

<b>Job Title:</b>	<b>Social Media Volunteer</b>
<b>Responsible to:</b>	<b>Head of Marketing &amp; Communications</b>
<b>Responsible for:</b>	<b>Recruiting Reading Mentors for overseas volunteering in Ecuador, Malawi &amp; Zambia</b>
<b>Location:</b>	<b>Hackney &amp; own home</b>

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### ROLE BACKGROUND:

Literacy is key to helping lift people out of poverty. Reading is a key life skill and is crucial to the academic and social development of young people. Despite this millions of children across the world do not have access to books or other literacy materials. The Book Bus is a UK based charity that operates as a mobile library packed full of books, games and arts & crafts. We work in Ecuador, Malawi and Zambia. We operate a reading mentor volunteering scheme where volunteers can spend from 2 weeks to up 3 months working with children to help improve their reading.

**We are seeking motivated and passionate volunteers with an understanding of marketing and social media to join the UK Book Bus team to help deliver the social media aspect of a International Reading Mentor Volunteering programme.**

Using your expertise in social media your role will be to use the various social media platforms to publicise the 2015 volunteering programme and encourage people who feel passionate about education, books and working with children to join the Book Bus as a reading mentor.

### MAIN OBJECTIVES:

- Research key audiences for International volunteering new social media accounts specifically for volunteering overseas e.g. Facebook, Twitter, Pinterest,
- Contribute to the current social media platforms of the Book Bus as appropriate
- Engage people and encourage them to join the Book Bus 2015 International Reading Volunteer scheme.

### KEY TASKS & RESPONSIBILITIES:

- Write copy and engaging messages to encourage engagement with the Book Bus and the programme.
- Working with the Book Bus values and ethos, effectively undertake marketing the Volunteer scheme through social media to encourage uptake of the volunteer scheme.

### OTHER RESPONSIBILITIES

- Undertake any other related responsibilities as may reasonably be requested by the Head of Communications & Marketing.
- Work within the Book Bus values and objectives
- Treat everyone with respect
- Have fun along the way...

#### **PERSONAL AND PROFESSIONAL DEVELOPMENT AND BENEFITS**

- A Referee following 3 months of volunteering
- Contribute to valuable International literacy charity work
- Experience of working on a literacy project
- CV Building
- This is a results driven project and one which you can present as your own case study for future employment.
- Build upon existing skills and learn new ones.
- Opportunities to present the Book Bus to volunteers in an interesting and innovative way
- Contribute to the learning of others by sharing knowledge and skills
- Lashings of tea, coffee and cake on offer at E9 office

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Email: [marian@thebookbus.com](mailto:marian@thebookbus.com)  
David@thebookbus.com