



Social Media Assistant

Purpose of the role

- To help publicise the work of the CAB.

Main duties and responsibilities include:

- Developing the bureau's website and keeping content lively and up to date.
- Developing relationships with bureau staff and volunteers to ensure a ready flow of useful content for social media.
- Regularly updating bureau social media pages including Facebook, Twitter and Linked In.
- Writing a bureau newsletter.

Personal skills and qualities that a media /publicity worker needs:

- Understanding of, and commitment to, the aims and principles of the CAB service and its equality and diversity policies.
- To be able to work as part of a team.
- Excellent communication skills, both oral and written.
- Friendly and outgoing.
- Ability to communicate with people at all levels.
- Able to develop links in the community.