

Digital Ambassador, Over The Wall

Voluntary role, no fixed hours

What is a Digital Ambassador?

The purpose of the Digital Ambassador (DA) is to create, enhance and contribute to social media and digital content centred around Over The Wall. The DA will engage with and re-share content from the Over The Wall digital channels – Facebook, Twitter, Instagram, LinkedIn and YouTube. The DA will be particularly helpful during times of key campaigns, e.g. when we announce that camp applications are open, when we are recruiting or promoting volunteering opportunities, when we are promoting a fundraising initiative or campaign.

What do Digital Ambassadors do?

The most common campaign actions are:

- Liking and re-sharing posts from the [main Facebook](#) and [Twitter](#) pages onto your own social channels.
- Sharing video content from our YouTube channel onto your social channels.
- Sharing news and blog posts from the Over The Wall website onto your own social channels to create dialogue and raise awareness with your own followers.
- Getting the balance right – it is not necessary to re-share and comment on every single social media post that Over The Wall publishes as this could alienate your own followers, but we will appreciate any positive action you can take to push the Over The Wall message out into the world!

Is this volunteer role right for me?

- You'll complete your campaign actions (re-posting, sharing, etc) in your own time, at your own pace - so you need to be organised and a 'self-starter'.
- Working on your own initiative with very minimal input from Head Office is key.
- Social media is a long game, you may not see results straight away - you'll need to be determined and resilient.
- You don't need experience of campaigning or being a charity ambassador, but you will need social media experience and at least one of the following accounts already set-up and actively using: Facebook, Twitter, Instagram. Unfortunately, we cannot assist you in setting up new accounts but you will find helpful information to do this on each of the respective sites.

Goals of the programme

The DA is a new voluntary role created specifically to enhance Over The Wall's digital and social media online presence. The main goal of the DA is to encourage new camper recruitment, volunteer recruitment, and crucially to spread awareness of the charity.

The DA will work with minimal input from the marketing team, so it is crucial that they be self-starters and able to work on their own initiative.

Find out more: volunteering@otw.org.uk

What our volunteers say:

“The staff and volunteers work so hard in planning the camps: years, months, weeks, and days in advance so that every eventuality is thought out. They put a lot of thought into engaging with each child and making them feel needed, relaxed and secure”

- Camper parent, Victoria



“The experience was incredible- it was like nothing else. I was blown away that somewhere like camp existed, that a place had been created to allow children with illness & their families to have fun.”

- Olivia Eguiguren Wray