

## Digital Media volunteer

Over The Wall is a charity that helps children, young people and their families reach beyond the boundaries of serious illness to discover a world of mischief, magic and new possibilities. We do this by providing free of charge, transformative activity camps throughout the UK.

There's no typical day at Over The Wall – we're a small, fun and friendly charity, so you can expect to be doing anything from writing and scheduling social media posts, creating content, to setting up an AdWord campaign, monitoring it all with Google Analytics or creating a slick report. We'd also value your opinion on how we can improve our digital media, especially how we can reach our target audience via Google and social media advertising.

## The role

- Managing and setting up Google Ads campaigns using our Google Ads Grant scheme.
- Managing and reporting on Google Analytics and recommending improvements to the charity website.
- Creating and publishing content via our range of social media channels and setting up a procedure for creating paid-for-advertising.

## Requirements

- Passion for digital marketing and helping a small charity improve their online presence and reporting
- Experience or good knowledge of Google Ads and Google Analytics
- Experience or good knowledge of paid-for advertising for Facebook, Instagram and Twitter
- Comfortable communicating through a wide range of social media platforms
- Excellent attention to details, editing and proofing skills
- Knowledge of CMS, specifically WordPress would be an advantage
- Knowledge of Hootsuite would be an advantage

## What you get out of it

A fantastic set of skills, experience and a swanky volunteer title to add to your CV. Employers will always be impressed to see that you are developing skills in your spare time, whether along side your studies or other work commitments. It shows your dedication to learning new things, or developing new skills that will be thoroughly transferable to a new job or career.

## To Apply

Send a short cover letter and CV to: [media@otw.org.uk](mailto:media@otw.org.uk)

***You will need to be available for approx. 7 hours per week, either office-based or working remotely with contact with the head office in Havant. Initial period of June – September, but can be very flexible.***

***Please note that we are not able to offer a salary for this position. A contribution towards reasonable travel costs is available.***