

## VOLUNTEER ROLE DESCRIPTION

### TikTok & Content Creator

<b>LOCATION:</b>	Remote/Brook House, Ashbocking
<b>TEAM:</b>	Marketing, Communications and Design
<b>VOLUNTEER MANAGER:</b>	Jesse Walker
<b>DBS REQUIRED:</b>	No

#### ROLE PURPOSE

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Suffolk Wildlife Trust is an inspiring and impactful organisation with a compelling vision for our county “[A Wilder Suffolk where nature is thriving and abundant because everyone is doing more to help](#)”.

In the decade to 2030, we are committed to scaling up our activities across the county, to bring nature back to Suffolk. Our aim is for 30% of our county to be connected and well looked after for nature by 2030, so that our species and habitats can recover and thrive – and for 1 in 4 people to be actively helping to achieve this.

The TikTok & Content Creator Volunteer will support the Marketing, Communications and Design team with a range of varied tasks including:

- Working closely with the Brand and Communications Officer to create informative and accessible short form content for social media channels such as TikTok and Instagram
- To actively search out social media trends and use knowledge of audiences to create content that is engaging and unique to the platform and for our target audiences
- Creating content in line with the organisation’s strategic aims including inspiring local people to take meaningful action for nature.

We are looking for creative individuals, likely currently studying media or conservation, to support the Communications team in the creation of short form content for Suffolk Wildlife Trust’s TikTok account. We would like your perspective on informative and entertaining content which captures the audience’s imagination and encourages interest in conservation and local wildlife. Some of this content may also be suitable for use on our other social media channels, including Instagram.

Volunteers for this role must have a good understanding of social media trends and audiences on TikTok. The main elements of this role will be working closely with the Brand and Communications Officer to produce content for our TikTok audience and help grow this account bringing an accessible and informative approach to wildlife conservation for new audiences.

Some travel to our nature reserve sites may be useful but not necessary. If you would like to travel to reserves for this role you will need to have your own form of transport and a driving licence.

Your creativity and eye for engaging trends could help encourage countless people to learn more about the natural world around them and even inspire future conservationists. Our aim is to have 1 in 4 people taking meaningful action for nature by 2030, nature is for everyone and shouldn’t feel limited by age, race or gender. Helping us expand our social media presence will show underrepresented groups the benefits of engaging with the natural world and how their voices can make a difference.

## **OUR CULTURE**

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Our organisational culture matters to us and enables us to achieve more for wildlife.

All Suffolk Wildlife Trust volunteers receive health and safety and safeguarding training, and any other training relevant to the role, to ensure our volunteers are volunteering in a safe environment and understand the relevant compliance needs.

We are driven by our shared values and passion for nature and support each other – staff and volunteers - to be the best we can to deliver for nature. We constantly strive to communicate and collaborate brilliantly, representing Suffolk Wildlife Trust in a friendly, professional and well-informed manner.

## **WILD ABOUT INCLUSION**

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Suffolk Wildlife Trust is committed to an inclusive and diverse workplace where everyone is welcome. As a conservation charity, we recognise the importance of diversity in both nature and our workforce of staff and volunteers. We strive to ensure that everyone feels valued and empowered to contribute to our vision of “A Wilder Suffolk where nature is thriving and abundant because everyone is doing more to help”.

## **SAFEGUARDING AND SAFER RECRUITMENT STATEMENT**

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Suffolk Wildlife Trust is committed to equal opportunities and maintaining a safe and secure environment for all children and young people. Therefore, the successful applicant for this position will be subject to pre-employment checks including a Disclosure and Barring Service check as the role will be engaged in regulated activity with children and young people. Please note, it is an offence to apply for this position if barred from engaging in regulated activity relevant to children.