

Social Media Lead

Volunteer Role Description

Community Medics

About the Role

Our Community Volunteers are essential to bringing Community Medics to life across Greater Manchester. They are the friendly, positive faces who help us reach more people, deliver meaningful community engagement, and support the day-to-day work that keeps our services running.

You might be helping with CPR demonstrations, assisting at public events, chatting with members of the community, supporting logistics, or lending a hand with equipment and vehicle preparation. Every task, big or small, contributes to safer, healthier communities.

No experience is needed. We provide full training, including how to support our CPR activities safely. All we ask for is enthusiasm, reliability, and a willingness to get involved.

Our Values

Community

We exist for the good and service of our community, ensuring our work supports local young people and those around them.

Care

We act with compassion, respect, and professionalism, making sure every young person feels safe and valued.

Growth

We inspire confidence, learning, and leadership at every level, from young people gaining new skills to volunteers developing their own capabilities.

Key Responsibilities

You don't need to carry out all of these tasks—they are examples of activities you may get involved with as part of the Social Media & Communications team.

Content Creation and Management

- Create engaging posts, photos, videos or updates for our TikTok, Instagram, and Facebook.
- Capture content at events, youth sessions, and community activities.
- Produce short-form videos, reels, or simple graphics that highlight our impact.
- Support scheduled content planning and posting.

Engagement and Community Building

- Respond to comments or messages in a professional, friendly manner (where appropriate).
- Help grow awareness of our youth programmes, events, volunteering opportunities and campaigns.
- Promote key messages around safety, first aid, wellbeing, and community support.

Campaigns and Promotions

- Assist with social media campaigns linked to events, fundraising, recruitment or awareness days.
- Share volunteer stories, youth achievements, and updates from our teams.
- Support the promotion of safeguarding-approved images, content and information.

Brands Safety

- Ensure all posts fit Community Medics' values, tone and safeguarding guidance.
- Use approved templates, logos and branding where needed.
- Handle all content sensitively, especially when involving young people or the public.

Teamwork

- Work closely with event leads, youth leads, and the leadership team to gather accurate information.
- Communicate promptly regarding availability, needs or concerns.
- Uphold the positive, community-centred ethos of Community Medics.

What You'll Bring

- A positive, creative mindset and willingness to try new ideas.
- Interest in social media, storytelling, youth work, or digital communication.
- Ability to communicate clearly and professionally online.
- Reliability and ability to work well as part of a team.
- Basic photography or phone-video skills (not essential—training available).
- Confidence to capture content at events or youth sessions (with full guidance).
- Experience with TikTok, Instagram or other platforms is helpful but not required.

What We Provide

- Guidance on brand, tone, safeguarding and content creation.
- Support from the leadership team and access to event schedules.
- Opportunities to attend a range of events across Greater Manchester.
- Training relevant to the role, including:
 - Safeguarding and consent
 - Social media guidelines
 - Community engagement
 - Event expectations
- A welcoming volunteer community and chances to meet new people.
- Uniform and necessary equipment where required.
- Reimbursement of out-of-pocket expenses.

Screening Requirements

- Enhanced DBS (for volunteers supporting youth events or sensitive community activities)
- Two references
- Volunteer agreement
- Completion of safeguarding and induction training

Time Commitment

Flexible and based on your availability.

Typical involvement: content creation at home, plus optional attendance at events (3–6 hours) to capture photos/videos.

No minimum hours are required—you choose when and how often you help.

Why This Role Matters

Our Social Media Lead helps bring Community Medics' story to life. Your work ensures that our youth programmes, events and volunteers are seen, understood and celebrated. By sharing our impact online, you help reach more families, inspire new volunteers, attract partners, promote safety and wellbeing messages, and strengthen the connection between our work and the communities we support.

Your creativity directly contributes to a safer, more informed and more engaged Greater Manchester.

Our Motto

Ad bonum et servitium communitatis nostrae — For the good and service of our community.