

Volunteer Role: Social Media Assistant

Commitment: 4 hours per week during term time



About Us

The Children's Book Project is a registered charity that directly tackles inequalities in well-being, self-esteem and educational outcomes amongst children by gifting beautiful, contemporary books to young people with very few books of their own. We will gift 500k pre-loved, carefully curated books to children across the UK this year including via schools, foodbanks and women's groups and work hard to ensure the relevance and appeal of every book gifted.

The importance of social media for us

We manage four social media platforms ([Instagram](#), [X](#), [Facebook](#) and [LinkedIn](#)). Our content strategy is diverse and focuses on the following key areas:

- Highlight the support we receive from publishers, authors and corporates
- Thank and showcase the work of our wonderful community and corporate volunteers
- Share stories of our book gifting and its impacts on children and young people
- Celebrate the support of our book donor community within schools and wider organisations
- Thank our funders and advocates and what they help make happen



Role description

We are seeking a creative and motivated individual to work with the Marketing Manager to create content for our social media platforms. This role involves designing visually engaging posts in Canva that align with our brand and mission, as well as helping to maintain a consistent and professional online presence. You'll play a key role in bringing our social media strategy to life, crafting content that inspires, informs, and connects with our audience. This is a fantastic opportunity to use your creative skills to support a meaningful cause!

Who are we looking for?

- The ideal candidate should have strong design skills, with experience using tools like Canva or similar software. Strong copywriting skills would be highly desirable.
- You must be able to interpret briefs effectively, translating ideas into creative and impactful content. Staying up-to-date with social media trends and suggesting innovative ideas to boost engagement will also be key.
- A passion for our mission and a motivation to make a real impact through digital content are essential.
- You will be comfortable working with others to ensure you have the creative assets you need to create posts and stories.
- We anticipate that the role will require approximately four hours per week during term-time, planned around your existing commitments. This volunteer role is fully remote with the opportunity to visit us at our premises in West London.

To find out more or to apply

If you are interested in applying please email annap@childrensbookproject.co.uk with a brief description of your experience and why you are interested in the role.