



Volunteer Role Description - Social Media Officer

A hugely fun and rewarding role, our Social Media Officers update CDPA's social media platforms (Facebook, Instagram, Twitter) with stories, posts and information about all of the work CDPA do.

CDPA is a registered charity dedicated to caring and improving the lives of cats and dogs in Ireland. Our volunteers collaborate with local communities to reduce animal suffering through our Trap-Neuter-Return, foster-rehoming and welfare programmes.

Commitment required:	3 months
Minimum weekly commitment:	4 hours per week & a minimum of 1 post per day
Location:	Online

Role Description

- Help create and maintain a social media plan
- Develop and manage original CDPA content for the CDPA website and social media platforms (facebook, instagram, twitter)
- Promote CDPA activities and achievements through social media
- Design & schedule daily posts about rescued kitties, TNRs and fundraising
- Foster engagement with CDPA followers & supporters by responding/reacting to comments
- Track the effectiveness of our social media activities & suggest further improvements
- Respond to messages & forward queries to relevant CDPA volunteers (adoption, rescue etc)

Desired Qualities

- An interest in, knowledge of or willingness to learn about animal welfare
- Excellent communication skills & attention to detail

Desired Experience

- Understanding, and working knowledge of different types of Social Media platforms (facebook, instagram, twitter)



Other requirements

- Access to own computer

As a CDPA volunteer you will benefit from

- Access to a strong, supportive community of animal rescuers throughout your volunteer journey with the CDPA
- A full induction, comprehensive training & ongoing support
- Ongoing training from an expert team of volunteers
- Opportunities to become involved in other aspects of the charity
- Experience of working in the Animal & Charity Sector

CDPA is firmly committed to diversity in all areas of our work. We are committed to developing and maintaining an organisation in which differing ideas, abilities, backgrounds and needs are fostered and valued, and where those with diverse backgrounds and experiences are able to participate and contribute.