Further Particulars: Communication Volunteer – Social Media

The Development and Communications department looks after the Garden’s communication with the public and visitors, as well as developing projects with current and future funders. The team consists of the Head of Development and Communications, Anna, and Communications Co-ordinator, Helen.

The Communications team has a broad remit - from marketing our varied events to talking about latest research to come from the Garden and running the Garden’s social media pages. We take care of Garden signage and edit the website, as well as looking after media relations and publicity. Over the past year, our digital activities have increased hugely with the Garden being closed during the first lockdown of 2020 and further Government restrictions reducing the number of people who were actually able to visit the Garden in person. We have developed new online activities during this time, and also attracted new audiences through these, and online events such as the flowering of the Moonflower in February 2021 and the online Festival of Plants in May 2020. We want to maintain and grow these new audiences as well as encourage people to visit the Garden as restrictions are lifted.

Fundraising enables the Garden to carry out projects that inspire people to engage with plant science and horticulture, to develop our buildings and landscapes and to reach new audiences. The team manages voluntary giving and sponsorship, marketing the Friends scheme, runs a Patrons scheme and will soon be running a major capital campaign.

We are currently seeking a volunteer to support our social media activities. This will involve working closely with the Communications Co-ordinator to plan, write and schedule social media posts to promote CUBG’s activities.

This role would be of interest to anyone keen to gain experience in a communications office and to develop their communications skills, or who loves the Garden and would like to learn new skills.

Person specification
- Detailed oriented and good organisational skills
- Confident working with a range of social media platforms – primarily Twitter, Facebook, Instagram and YouTube.
- Confident with data and compiling reports
- Good teamwork and communication skills
- Communications/Social Media experience is desirable, but we will also consider other skills and experience such as such persuasive writing, sales, project planning, etc.

Purpose
- To support the Communications Co-ordinator with maintaining and developing the Garden’s social media presence.

Principle Roles and Responsibilities
- Write and schedule social media posts as directed by the Communications Co-ordinator.
- To schedule posts across a range of platforms using Hootsuite.
- To produce monthly reports showing how CUBG’s social media has performed and to evaluate our audiences.
- To help with positioning of social media adverts.

Basic Details
- 9am – 3pm, 1 day per week (Thursday).
- The role will be carried out within the Development office in the Garden.
The Selection Process...the next step

An Expression of Interest Form should be completed and submitted by those wishing to be considered as a volunteer. All applicants must be aged 18 or over.

An informal chat will be arranged for those applicants most closely matching our requirements. This will be an opportunity to discuss the role with the Head of Development and Communications and a member of the Administration team.

Please download and complete the Expression of Interest Form and post or email to:
Administration
Cambridge University Botanic Garden
1 Brookside
Cambridge
CB2 1JE

admin@botanic.cam.ac.uk