



**Edinburgh  
Children's  
Hospital Charity**  
*More than Medicine*

# Social media content volunteer

RHCYP



## About ECHC

We are Edinburgh Children's Hospital Charity and we bring more than medicine. We work tirelessly to bring seriously ill children and their families the extra support they deserve when facing a potentially life-changing hospital visit.

While our wonderful NHS colleagues provide world class medical treatment and care; with the help of our supporters, ECHC speeds up recovery, takes away fear and provides reassurance, distraction and fun every step of the way.



## About the role

Based at the Royal Hospital for Children and Young People, we are looking for an enthusiastic, social media savvy volunteer who can dedicate a couple of hours a week to creating new content for our channels, with an emphasis on capturing video for Instagram reels. You will capture creative content to maximise engagement and raise awareness of our cause.

## Hours

Flexible – most activity is Monday-Friday 10am-4pm so some hours within this window will be required. There may also be some volunteering on evenings/weekends on an ad hoc basis.

## Tasks

- Capturing videos and photos for social media in The Hub and on the wards
- Identifying suitable content to capture (training will be given)
- Speaking to families and young people to gain consent for filming/photos and ensuring correct paperwork is completed
- Liaising with ECHC Marketing & Comms Manager and Digital Marketing Exec to pass over footage gathered and check on what is needed

- **No posting or editing of content is required for this role. But if this is something you would be interested in gaining experience of, we would be delighted to have your support with this also.**

## Person Specification

- We are looking for friendly, enthusiastic and reliable volunteers with experience of and a passion for capturing videos and photos for social media, particularly Instagram reels.
- You should be a confident communicator and be comfortable with approaching families and young people for photos/videos and gathering consent.
- Comfortable working within a hospital setting.
- Some experience of capturing content for Facebook, Instagram and LinkedIn.
- We will provide training on the type of content needed for our channels, but need a volunteer who is then able to operate independently and to seek out and collect content.
- A PVG check may be required for this role.

## What's in it for you?

- Bulk up your work experience! Practical, hands-on experience of creating content for social media in a busy environment.
- Learn digital comms best practices – great for future marketing, digital, social media or PR professionals.
- Learn communication skills while working with many different groups of people within a hospital setting: families, children and young people, NHS professionals.
- Learn about the specific needs and challenges of social media marketing and creating content for a non-profit organisation.

Ready to apply?

Click [here](#) to fill in our volunteer application form. We look forward to hearing from you soon!

