

HEALTH ACTION CAMPAIGN

because prevention is better than cure

Social Media Assistant - part time volunteer opportunity

Can you help us use social media to support our health campaigns, while developing your own social media CV. We're looking to achieve wider supporter engagement while encouraging the NHS and the government to recognise that prevention is better than cure.

What will you be doing?

You'll help us deliver our social media strategy, as a small but growing voluntary organisation, to enable us to:

- Involve and engage a wider range of supporters
- Campaign effectively
- Encourage government and businesses to do more to make healthy choices the easy choices for people

After an initial scoping meeting, you will be able to work from wherever is convenient for you, keeping in touch electronically and through team meetings in central London

What are we looking for?

- A degree in communications, marketing or social media
- A positive track record on Twitter
- Content writing and/or graphic design skills
- High level of proficiency in written English and ability to proof read
- Able to work well both alone and with others
- A commitment to the principle that prevention is better than cure
- Knowledge of and/or interest in one or more of the health areas we cover
- Able and willing to respond constructively to feedback

What difference will you make?

We have a small social media team, which launched our Twitter account in January 2019 ([@Health ActionUK](#)) and our LinkedIn account in October 2019. This is an interesting time to join us, with our social media recently established but significant scope for development.

Also, we all know prevention is better than cure. Yet 95% of NHS resources are committed to waiting for people to fall ill or have accidents and then treating them, compared with only 5% to help prevent this. And successive governments, under pressure from business lobbyists, have chosen to tackle the symptoms rather than the causes of preventable, environment related illness.

You can help us make a difference to the nation's health, as we work alongside other health organisations to help make healthy choices the easy choices and increase people's chances of living longer, healthier lives.

We are currently working on three main projects i.e. to:

- Tackle childhood obesity
- Reduce the risk of mental illness
- Improve Health at Work

Conventional charities usually have to commit significant time and resource to fundraising, with all the problems this can sometimes cause. Because we're an entirely voluntary organisation we can focus all our energies on our charitable work. So, people like yourself, who are able to commit a few hours a week alongside their work, family or study commitments can make a valuable contribution to our work.

What's in it for you as a volunteer?

- The opportunity to develop your experience and skills to help make a difference to people's health (and so help ensure the NHS remains financially sustainable).
- A positive addition to your CV, providing examples of useful experience and skills. We are happy to provide references for volunteers who have made a positive contribution and each year a number of our volunteers secure new jobs, promotions at work or make planned career transitions (for example using the experience of volunteering for a charity to help them move from the private sector to the not for profit sector).
- A genuine intellectual challenge. How do we help individuals, businesses and government do what is right, when there are often many forces pulling them in other directions?
- This is also a very flexible volunteering opportunity. You can help us from wherever is convenient for you, whenever suits you - while having the opportunity to meet other team members at meetings in central London.

How to apply

Email a copy of your cv to info@healthactioncampaign.org.uk – together with any other information you feel would help us consider your application.