



Social Media Volunteer: Role Description

Metal For Good is at an exciting stage as a charity. We've secured incredible partners including Laney Amps, 2000 Trees Festival, and Primordial Radio. We're beginning to work with rock and metal legends such as Rob Halford, and artists across the spectrum of rock and metal.

Crucially, we're launching our pilot grant funding round in summer 2023 capitalising on momentum and starting to support projects using music to help young people to thrive, improve mental health, and address inequalities.

We are looking for someone to help grow our online presence and help manage our social media channels, creating interesting and engaging content which will resonate with the rock and metal community. We are in the process of developing our social media and marketing strategy and are looking for volunteer/s to help deliver it. We have growing audiences on Instagram and Facebook, but we are keen to launch a presence on TikTok and other relevant platforms such as Reddit and Discord.

We are a small team of volunteers who are committed to making a difference through the power of the rock and metal community. We need help from knowledgeable and passionate volunteer/s to help amplify our cause and impact through social media. You will be working closely with the Metal For Good founders to grow our audiences and brand, and will be a hugely valuable part of the team.

Could you help us?

Time commitment: Approximately two - four hours per week

Location: Home-based

Reporting to: Metal For Good Founders

Key responsibilities:

The below is a list of responsibilities which we'd ideally love our volunteer/s to hold. We appreciate that this is an extensive list and would expect that the volunteer/s could work towards them over time.

- Schedule regular posts promoting our events, campaigns and activities
- Create interesting and engaging content relevant to Metal For Good and its community of rock and metal music fans and industry partners/professionals
- Use relevant social media trends and hashtags to amplify our messaging
- Respond to comments and mentions



- Grow our existing social media networks (with a focus on Instagram and Facebook) by connecting with and promoting relevant organisations, projects and events
- Launch our brand onto TikTok and other relevant platforms
- Respond to or pass on enquiries received via social media

About you:

- You have experience of using social media for marketing, either through your work or previous volunteering
- You are familiar with social media platforms including Facebook, Instagram, Twitter, TikTok, Discord, Reddit and tools such as Meta For Business, Canva and Mailchimp
- You can write clearly and concisely
- You have a passion for rock and metal music and an understanding of what makes the community tick
- Basic design skills are an advantage
- You're reliable and able to work both independently and collaboratively

You will receive a full induction by the Metal For Good team, regular catch ups and a single point of contact for any enquiries and questions.

To apply, please send your CV and a short supporting email outlining why you think you are suitable for the role to hello@metalforgood.org

If you'd like an informal chat about the role, please feel free to contact us on the same email.

Deadline: 5pm Monday 19th June

About Metal For Good:

Metal For Good is a registered charity that uses the positive values of rock, metal and other alternative subcultures to make a positive difference in communities. We think that the rock and metal community is truly unique - we're brought together through a shared love of great music and a sense of belonging. Through this shared identity, lives are often improved; we feel we are part of something bigger, that we are accepted, and that someone has ultimately 'got our back'.

We provide grants to community organisations that use music to end inequality, improve wellbeing, and provide life-changing opportunities.

The values of rock and metal, and as a result - Metal For Good, are lived daily by the music community. We have identified five values which are most important to us:

Togetherness = You know that feeling at a gig when thousands of other fans also sing along to your *all-time favourite* song? A huge part of the rock and metal community is feeling



like you are part of something bigger, that every single person around you gets just how you feel at that moment.

Individuality = The rock and metal community are brought together by individuality. Do you want to wear a lobster costume to a festival? Go for it! Go shopping in full-on Kiss make-up? Crack-on. We accept and celebrate each other's differences.

Passion = You won't experience passion like a fan talking through the stand-out moments of Metallica's back-catalogue.

Integrity = If you've ever been knocked over in a mosh-pit, you know your feet won't have left the ground before you will have been picked up by multiple fellow moshers! Integrity, decency, and kindness win.

Belonging = For many, the community feels like being part of a big family. Walking through the gates of your favourite festival feels like coming home. We can spot another rock and metal fan a mile off, and will quite happily bond with complete strangers over the band merch they're wearing.

You can find out more at www.metalforgood.org or across our social media. (@metalforgood on all platforms)