**Volunteer Social Media Intern August 2025**

**ABOUT THE ROLE**

This Volunteer role involves supporting the Marketing Officer in developing and delivering engaging social media content that promotes Age UK Sheffield’s services, events, and campaigns. The role will give you the opportunity to work across all areas of the organisation, helping to share stories, raise awareness, and connect with our community online.

You’ll play a key part in amplifying our voice on platforms such as Facebook, Instagram, X (Twitter), and LinkedIn, with the aim of celebrating older people, reducing isolation, and highlighting the wide range of support and opportunities available through Age UK Sheffield.

This role will also give you valuable experience of working in a busy local charity, while building your skills in digital communications, content creation, and community engagement.

**This internship will involve:**

* Supporting the Marketing Officer with planning and scheduling social media content across multiple platforms.
* Helping to create engaging posts, including graphics, photos, videos, and written content.
* Researching and gathering stories from across Age UK Sheffield’s services to share online.
* Supporting campaigns, events, and fundraising activity through tailored digital promotion.
* Monitoring social media engagement (likes, comments, shares) and helping to respond to messages and comments.
* Staying up to date with trends and suggesting new ideas to make our social media more impactful.
* Assisting in analysing performance and providing feedback on what works well.

**BENEFITS TO YOU**

* Gain hands-on experience in social media marketing within the charity sector.
* Build a portfolio of work across different platforms and content types.
* Develop skills in communication, creativity, organisation, and digital marketing tools.
* Opportunities to meet new people and learn about the wide range of Age UK Sheffield’s services.
* The satisfaction of knowing your work is helping reduce loneliness and raise awareness of the support available to older people in Sheffield.

**THE SKILLS YOU’LL NEED**

* No previous experience required – just an interest in social media, marketing, or communications.
* Confidence using at least one social media platform (personal or professional).
* Creativity and an eye for what makes engaging online content.
* A kind, respectful, and professional manner when representing Age UK Sheffield.
* Ability to work on your own initiative as well as part of a team.
* Willingness to listen, learn, and adapt to feedback.
* An interest in the work of Age UK Sheffield and in helping older people feel connected and supported.

**ADDITIONAL INFORMATION**

* **LOCATION:** Flexible. Time in the office (Sheffield city centre) will be required, with the option to do some tasks remotely.
* **TIME COMMITMENT:** Flexible – ideally a few hours per week for a minimum of 3 months.
* **RESPONSIBLE TO:** Marketing Officer.
* **EXPENSES:** Travel expenses reimbursed but not food and drink.
* **TRAINING/SUPPORT:** You will receive an induction to Age UK Sheffield, training in relevant systems and tools, and ongoing support from the Marketing Officer.