**Transition University of St Andrews: Volunteer Task Description**

**Position:** Social Media & Publicity Intern

**Aims:** To advertise Transition Events via Social Media

**Main Tasks:** To create and advertise Facebook events as directed by Transition Staff and Steering Group Members. To publicise Transition events via Twitter in creative and appealing formats.

**Time commitment:** 2 hours per week

**Times of day:** Flexible

**Base:** Transition University of St Andrews, Woodburn Place.

**Skills needs:**

1. Organisational skills

2. Marketing skills, or willingness to learn

3. Reliability

**Benefits to Volunteer:**

1. Work experience (See attached Skills Map)

2. Social marketing and communication experience

3. A Transition University of St Andrews volunteer pack

4. Compatible with the Saltire Awards scheme for volunteers aged 12-25.

**For further information email transition@st-andrews.ac.uk or call 01334 464000**



**Transition University of St Andrews: Environmental Skills Map**

**Position:** Social Media & Publicity Intern

At Transition University of St Andrews we are keen to ensure that our volunteers receive maximum benefit for their time spent on assisting with our projects. As a consequence, we try to ensure our volunteer positions enhance the skill set of the participants.

We have teamed up with The Institute of Environmental Management and Assessment and the Careers Centre to match our positions with the environmental skills set required for those wishing to work in the environment profession. The table below outlines which training opportunities we think this position offers.

|  |  |  |
| --- | --- | --- |
| Sustainability Skills and Knowledge Set | | |
| Knowledge and Understanding | Understand Environmental and Sustainability Principles | **X** |
| Understand Environmental Policy Issues |  |
| Awareness of Environmental Management and Assessment Tools |  |
| Aware of Environmental Legislation and Know How to Assess Compliance |  |
| Aware of Key Business and Commercial Tools | **X** |
| Analytical Thinking | Collect Data and Undertake Analysis and Evaluation |  |
| Research and Plan Sustainable Solutions |  |
| Communication | Determine Effective Communication Methods | **X** |
| Engage with Stakeholders | **X** |
| Sustainable Practice | Support the Implementation of Environmental Management and/or Assessment Tools |  |
| Propose Ways to Improve Environmental Performance |  |
| Aware of How a Changing Environment Creates Opportunities and Risks for Organisations | **X** |
| Leadership for Change | Support Change in An Organisation | **X** |
| Encourage Others to Improve Sustainability | **X** |



**Transition University of St Andrews: Benefit to the Organisation**

**Position:** Social Media & Publicity Intern

At Transition University of St Andrews we recognise that our volunteers like to know how they are contributing to the work of our organisation. Most of our volunteers will contribute to many aspects of Transition, however, we have identified this role as being particularly complementary with our **Transition Together** Projects.

Through our **Transition Together** projects we aim to provide a supportive community of likeminded people who are trying to achieve low carbon lifestyles. This volunteer position is central to spreading the word about Transition events.

We think that it is important to communicate our events through social media because:

* It is an effective method to communicate with the St Andrews student community
* It allows us to engage with other relevant organisations
* It provides a public online presence for Transition Activities

