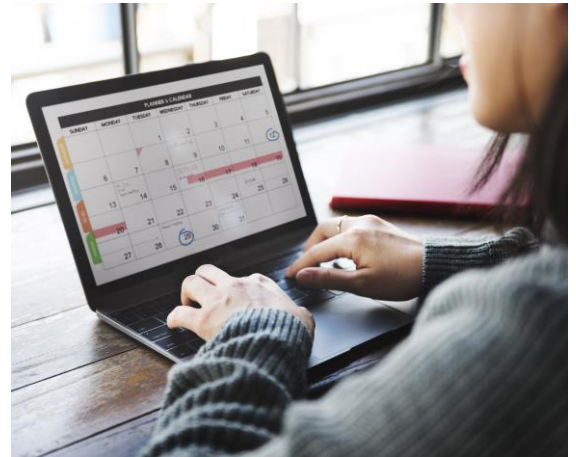




advice and support for older age

Independent Age




Digital Feedback Panel Volunteer



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| At a glance | We need individuals with some familiarity with social networking to provide feedback on an ongoing basis about our digital campaigns and products online. | |
| | Location | Home based via chat program Slack |
| | Flexibility | Ad-hoc, whenever convenient |
| | Regularity | Ad-hoc. We'll post questions maybe once or twice a month and you're welcome to answer as and when you like. |
| | Time Commitment | Preferably at least 3-4 months, but it's ongoing. |
| | Age requirement | 18+ years |
| | IT skills required | Frequent social media user, familiarity with Slack appreciated but not required. |
| How this role makes a difference | You will help us improve how we engage with new audiences by providing critical feedback on digital concepts for content we use in a variety of ways. Your insight will contribute towards a better understanding of our digital approach and how we might vary what we do to attract and engage audiences on our digital platforms. | |
| What you'll be doing | <ul style="list-style-type: none"> • Interacting with our digital team via the digital chat program Slack on a semi-regular basis and providing feedback on concepts and digital ideas we are developing, by voting in polls or giving one or two sentences of feedback. Individuals could do this on their own time as and when they'd like within a few days of the question being posted. • Treating what you see and hear as confidential and sensitive. The chat will work on Chatham House Rules (what is said within the chat should not leave the chat. You're welcome to discuss things generally so long as you aren't specific.) • Keeping in touch with Independent Age about your availability. If you're no longer able to participate, that's absolutely fine. | |

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| What's on offer | <ul style="list-style-type: none"> • Experience using Slack for those new to it. • The chance to learn new digital marketing techniques by participating in our discussions with other professionals. • An opportunity to volunteer in a charity that enhances older people's lives, and be part of a growing network of volunteers making a real difference. • A chance to meet and work with new people. • A reference for future volunteering or employment, after 6 months. |
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| What you can offer us | <ul style="list-style-type: none"> • Some experience working professional with digital tools which could cover: <ul style="list-style-type: none"> ○ Working on a digital team, within a digital agency, or freelance completing digitally based tasks for clients. ○ Working as a developer or product manager. ○ Working in some other capacity to improve websites, social media campaigns, digital media (including videos, photos, logos), etc. ○ Working with a digital team on a social media, website, or other digital product. ○ Working on a marketing team with some experience in digital marketing and/or advertising. ○ Voluntary or hobby experience managing online communities or social media accounts. ○ Extensive personal (if not professional) experience with either websites, social media, digital media or digital advertising. • Experience with Slack is beneficial but not required • An interest in older people and the issues of later life • Reliability, consistency and preferably some experience providing website or media feedback • An ability to work independently and be clear about availability |
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| Find out more! |  | Visit us: https://www.independentage.org/get-involved/how-can-i-volunteer |
| |  | Email us: volunteer.recruitment@independentage.org |
| |  | Phone us: 020 7605 4255 |