

Learn & Discover Social Media Manager

Role summary

Desirable role

If you enjoy raising awareness through social media campaigns and have experience posting content across multiple social media platforms, then you could be a CAMRA **Learn & Discover Social Media Manager**.

CAMRA's online learning platform, [Learn and Discover](#), commissions, develops and publishes content for the benefit of members and non-members. 2/3rds of the content is primarily members only with free intro content for all paywall protected media.

The main objective of the role is to develop social media campaigns as part of the Learn & Discover team for members and non-members to enhance their knowledge and enthusiasm for beer, cider and perry.

As a **Learn & Discover Social Media Manager** you would be:

- A member of the team assembling and editing content.
- Collaborating with **Learn & Discover Image Editors, Learn & Discover Imagery Archive Coordinator and the Learn & Discover Content Editors**.
- Developing social media campaigns to raise awareness and traffic content for Learn & Discover team

Skills required:

- A minimum of Intermediate IT skills;
- A methodical, exacting approach with excellent attention to detail;
- The ability to complete tasks remotely;
- The ability to communicate clearly about tasks via email, one to one or in a group setting;
- Willingness and enthusiasm to help people learn more about their favourite drinks, venues and brewers/makers;

Technical requirements

- Good/reliable internet connection
- Dual screen set up is preferred for your comfort.

Immediate requirements of the role:

- We have a full content planner in need of regular editing and publishing support.

Medium to longer term

- After a successful first year fuelled by adrenaline and the vital need to serve members during a crisis, Learn & Discover will begin to evolve. Your expertise, creativity, and passion for curating the finest content will be vital in creating ever more enjoyable and engaging user journeys for CAMRA members and the general public.

For more information on this role please contact your [Branch Chair](#), [Regional Director](#) or CAMRA's [Learning and Discovery Manager](#).

For any other volunteering enquiry, contact volunteer.services@camra.org.uk

