

**LONDON’S GLOBAL UNIVERSITY**

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| **Global Alumni Groups: Social Media & Communications Lead Volunteer Role Description** | |
| **Role description** | Responsible for cultivating and growing an active alumni community through various media channels in group location. Responsible for showcasing the group’s activity to increase alumni engagement and increase the profile of UCL in the region. |
| **Time commitment & Volunteer responsibilities** | * Cultivate and develop an active alumni community online via platforms including twitter, Instagram, Facebook, LinkedIn, WeChat, Line, Weibo and the UCL Alumni Online Community. * Attend group volunteer meetings * Promote the group’s activity and events online * Promote UCL’s activity online, sharing engaging and inclusive content with your networks |
| **Eligibility criteria & skills sought** | * **Must be a UCL alumni based in group location** * Passion and interest in social media and community building * Organised and proactive approach * Ability to support other group volunteers to succeed in their roles and responsibilities * Creative, investigative and full of new ideas * Works collaboratively with others |
| **Benefits of being involved** | * Give back to the UCL alumni community * Develop communication skills * Develop organisational skills * Build your network, both personally and professionally * Re-connect with UCL and UCL’s community globally |
| **How we will support you** | * Briefing and training from your Alumni Relations contact * Responding to requests within three working days * Helping to promote events through posting on the UCL alumni website, and where appropriate sending invitations through UCL’s up-to-date alumni database and promoting on official UCL channels (including social media) * Connecting new volunteers to groups leadership and assisting with seeking new volunteers as necessary * Connecting alumni groups to relevant contacts within the university as appropriate * Providing an opportunity to bid for funding to support alumni activities through the Annual Review * Supporting and thanking our volunteers * Providing UCL brand guidance and materials as necessary   *Please note: UCL may cease its formal affiliation and support of an alumni volunteer and remove them from their leadership role if they do not adhere to the terms of the* [*volunteer agreement*](https://aoc.ucl.ac.uk/alumni/alumni-relations/professional-development/alumni-volunteer-agreement-) *and UCL’s* [*official guidance for alumni groups*](https://www.ucl.ac.uk/alumni/clubs-and-networks/guidance-global-alumni-groups)*.* |