



## SECA NEEDS SOME HELP!

### Communications Support Volunteer Roles

#### Background

The South East Climate Alliance ([SECA](#)) is a coalition of environment, community and faith groups across the South East of England uniting for urgent action on climate change. Set up in early 2019, it has grown fast and now has over 110 member groups. It is run entirely by volunteers, most of whom also have active roles within their own local groups. So sharing tasks out is crucial to avoid too much work falling on one or two sets of shoulders.

From the outset, SECA has recognised that good communications is key to the success of the Alliance, both in keeping members engaged and informed, and influencing local councils, central government, and others. The **SECA website**, **newsletter**, and **social media channels** are all central to this, and all need regular attention to keep them up-to-date, relevant and engaging. SECA is a light touch and quite informal network, but our communication work gives us substance and authority and is one of the reasons we have grown so fast and established the reputation we have.

To build on this, SECA is looking for help with all three of these communication channels, and has set out role descriptions for each below. We are keen to bring in fresh ideas and new enthusiasm, so we can up our game and have more impact as an alliance!

The skillsets needed overlap considerably, so there would be scope for combining two or more roles in one person – if they have time. But to keep the roles manageable as volunteer positions, there's also a good case for separating them. SECA is happy to discuss different ways of dividing the tasks up.

The new communications volunteer team will work closely together, under the overall guidance of Geoff Barnard, a Steering Group member and the current Communication Lead, and Alison Marshall, the SECA Administrator.

## Website and Blog Editor

The [SECA website](#) is produced using WordPress, with the overall design and hosting managed by Liz Wilkinson from Bright Sea Media. The role involves:

- Keeping an overview of the overall website architecture and adjusting it as needed from time-to-time to reflect new priorities. This website is overdue for a 'refresh', so new ideas on how to improve it will be welcomed.
- Liaising with the web designer to implement any changes that are not straightforward, and deal with any maintenance/updating needs.
- Staying abreast of climate-related news and events to spot relevant new links or resources.
- Commissioning and editing blog articles, liaising with authors, sourcing images, laying them out and uploading them. (1-2 articles a month ideally.)
- Updating the Resources sections with new links as they come in, and adding new organisations to the About Us section.
- Tracking usage via Google Analytics.
- **Time input:** 3-4 hours/month normally, more if big changes are needed.

## Newsletter Editor

The SECA newsletter is created using the Mailchimp platform, and goes out every 1-2 months. There are currently around 600 on the mailing list. The process of adding new names is partly automatic, from a form on the website, and partly manual (this role carried out by Viviane Doussy). The editor role involves:

- Keeping abreast of changes to the newsletter mailing list to ensure the list is up-to-date.
- Putting together regular newsletters, which involves:
  - Sifting through potential raw material, which has been collated by the SECA Administrator in a Word file, and deciding what to feature & lead with.
  - Sourcing images.
  - Editing this content to put together a cogent and attractive newsletter.
  - Checking links and dates carefully, and running a final draft past the Comms Lead and/or Coordinator.
  - Sending it out.
- Tracking usage.
- **Time input:** 6-8 hours/issue

## Social Media Lead

SECA has a Twitter account (@SECA\_UK) and two Facebook accounts: a [page](#) for public use, and a private [group](#) that is designed to encourage networking and info

sharing between members. Several SECA Steering Group members have editing rights at present, but posting is somewhat haphazard and not as regular as it should ideally be. The role involves:

- Managing the three accounts and keeping an overall editorial eye on the output appearing.
- Being proactive in spotting opportunities to use social media channels to raise SECA's profile and get messages out.
- Making regular posts on all three accounts, helping spark interactions and build up page likes, shares and overall traffic.
- Helping SECA member groups publicise their activities and campaigns by reposting through relevant SECA channels.
- Tracking usage.
- **Time input:** 3-4 hours/month.

### **Skills needed**

The skills and experience needed for the three roles overlap considerably, and requires:

- Reasonable all-round knowledge of climate issues so you can discern what's important and interesting. You do not need to be a climate expert. But it will help to have good internet research skills so you can check sources and corroborate information.
- Good writing/editing skills and able to distil sometimes quite dense source material into simple and accessible messages.
- Good all round computer skills (MS Office, Google tools, Dropbox, etc.)
- Specific skills for the different roles:
  - Website editing experience, ideally in WordPress (for the Web Editor role)
  - Newsletter editing/journalistic skills, ideally with experience of Mailchimp (for the newsletter editor role).
  - Experience of using Facebook and Twitter (for the Social Media role).
- Willingness to work as a team.

### **How to apply**

To express interest in any of these roles, or discuss them further, please contact Geoff Barnard, at [geoffbarnard2@gmail.com](mailto:geoffbarnard2@gmail.com)

We are looking to recruit these roles for a trial period of 6 months in the first instance, but we are keen to find individuals who would be interested in take the roles on for at least a year.

Please send any enquiries or applications by **31 October**.