



Helix Arts Volunteer Role Description

Volunteer Role: Social Media Volunteer 'CAMPAIGNER'

About us

Helix Arts is an arts and social change agency working with communities and artists across the North East region, originally established in 1983. We are committed to breaking down barriers in the arts with vulnerable and excluded communities to improve people's lives and improve their circumstances.

Helix Arts are funded by Arts Council England to lead programmes that transform the lives and spirits of artists, participants and audiences. We co-produce events, performances and exhibitions giving audiences the opportunity to see people differently and break down social stereotypes.

We do this by establishing the 'right' of everyone, whatever their circumstances, to actively participate in the production of their own culture, in their own way. This includes people across low socio-economic backgrounds - young people at risk, those in poor physical or mental health, those experiencing criminal justice and people living with disabilities.

We work with communities to generate and co-create ambitious multidisciplinary arts projects, where they are encouraged to make, question, share and celebrate the real stories of who they are. We work across a range of art forms including visual arts, filmmaking, creative writing, graphic design, animation, street dance, music and DJing as well as photography, drama and textiles.

We collaborate with artists, in partnership with other organisations across culture, education, youth, health and social care, and criminal justice to create opportunities for people to participate in ambitious arts activity.

Project: Falling on Your Feet

Helix Arts' Falling On Your Feet is a dance and health programme, with people aged 65+ who are living independently. Regular workshops lead to high quality co-choreographed sessions which often lead to collaborative dance pieces. Participants create beautiful art, develop strength and flexibility, and make new friends. Every session crucially has time to share, socially and support people's wider well-being.

Every week participants will have the chance to get fit and active with our free, online sessions with dancers. They will join expert choreographers who will lead virtual dance classes that they can take part in from the comfort of their home. All they need is access to the internet and a webcam.

Artists from groups that used to take place in Middlesbrough, North Tyneside, Durham and Sunderland will start off our dance sessions. First come first served. Existing members and new members welcome.

Group	Dance artist	Day and time	Start date
Middlesbrough	Charlotte McLoughlin and Melissa Doran	Thursdays, 1pm	20th August
North Tyneside	Penella Bee	Mondays, 10.30am	17th August
Durham	Debbie Waistell	Tuesdays, 10am	18th August
Sunderland	Tracey West	Tuesdays 1.30pm	18th August

Volunteer opportunities include:

- **Connector** - Conversation **'buddies'** - Volunteers who join in sessions and keep in touch with people and share weekly happenings (this can be in the session and offline)
- **Promoter** - Volunteers who help **spread news** about the project, digitally and over the phone
- **Campaigner** - Volunteers who support the growth of an online **social media** community. This involves regular interaction with members and artists, providing updates, content, and responses

'Campaigner' Volunteer role description

'Campaigner' volunteers will establish and cultivate an online community via Facebook to continue to connect and encourage ongoing creativity, both in dance and other Helix Arts activity. The Social Media volunteer will promote, develop and maintain our online presence in order to maximise Helix Arts' impact and to promote our work as widely as possible to the local community.

Main Tasks and Activities of the role

'Campaigners' will contribute to Helix Arts' Social Media visibility. 'Campaigners' will create fresh and exciting content to encourage and inspire participants to regularly check in. It is anticipated this will be done by:

- Keeping up to date with news and activity of Helix Arts and promote this widely
- Posting regularly to keep all information up to date.
- Creating relevant blog posts as guided by Helix Arts staff
- Promoting Falling on your Feet events via Facebook, Twitter, blog posts and other social media
- Encouraging participation by community members

This is a remote role offering great flexibility. Campaigners will provide ongoing communication to tell the story of Falling on Your Feet (and other Helix Arts activity) and focused messages to promote each class.

Skills, qualities and experience

- The ability to concisely convey information in an engaging style
- Experience of using social media
- An understanding of different social media platforms
- The ability to carry out your role without supervision

Benefits

- Promote self confidence and esteem
- Nurture communication skills
- Provide networking opportunities
- Gain knowledge and understanding of latest art and tech ideas

Support

- An induction to Helix Arts and your role
- Helix Arts will support you with clear information in advance of the event and sample tweets
- You will be briefed on Helix Arts' 'house style' for all communications
- Connect interests and skills to role areas
- Support ongoing skills development

Training and Expenses

Reasonable out of pocket travel and refreshments will be reimbursed.

The following expenses will be paid by Helix Arts, subject to prior agreement and the production of receipts:

- Travel on public transport between the volunteer's home address and Helix Arts' office, or elsewhere at the request of Helix Arts.
- Mileage at the rate of 45 pence per mile if the volunteer uses their own car to travel between their home address and Helix Arts' office, or elsewhere at the request of Helix Arts.
- When volunteering takes place remotely, task-specific, reasonable out of pocket expenses will be reimbursed as agreed with Helix Arts

Supervision Arrangements

- You will be invited to a briefing about Falling on Your Feet and tasks related to the role
- You will receive support from a member of staff to ensure you feel confident in your role. This will be discussed at your first meeting with Helix Arts.

Find out more or enquire

Please contact Yvonne at Helix Arts on 07988213110 or info@helixarts.com if you are interested in this role with your availability and interests.

We ask all our volunteers to complete a registration to share your skills and interests. Drop us an email upon completion and we will arrange a chat:

Register here: <https://forms.gle/nNVYGck25gGH6uH5A>

Equality is central to our work and we are keen to attract and represent volunteers from the communities we work with. Please help us monitor this and ensure inclusion by completing our equality form (optional):

Equality: <https://forms.gle/Tr9tqwu7tAV6uoeZ8>

These forms can be completed before or after contacting us.

If this opportunity is not quite right for you now, tell us what you are interested in and we might find a better fit.

Please do join our mailing list for future opportunities and news

<https://www.helixarts.com/opportunities.php>

Thank you for your interest.

Helix Arts