



# Mosaic Multicultural Connections

## Volunteer: Social Media Marketing Support

Mosaic Multicultural Connections (Mosaic) is a registered business name of Northern Settlement Services Limited.

VOLUNTEER ROLE TITLE	Social Media Marketing Support
NAME OF PROGRAM OR ACTIVITY	Marketing and Communications
CLIENT GROUP or CLIENT CHARACTERISTICS	Primarily individuals from multicultural backgrounds. Your social media support helps amplify their stories and showcase Mosaic's impact to diverse audiences online.
ROLE TASKS  Assist with the following tasks, listed in order of priority	<p><b>Social Media Scheduling:</b></p> <ul style="list-style-type: none"> <li>• Schedule pre-approved social media posts using scheduling tools (e.g., Meta Business Suite, HubSpot)</li> <li>• Ensure posts are scheduled at optimal times for audience engagement</li> <li>• Review scheduled content to confirm accuracy before publishing</li> <li>• Maintain consistent posting schedule across platforms (Facebook, LinkedIn, Instagram)</li> </ul> <p><b>Performance Tracking &amp; Reporting:</b></p> <ul style="list-style-type: none"> <li>• Record performance data in spreadsheets or tracking documents</li> <li>• Monitor post-performance and identify top-performing content</li> <li>• Compile monthly analytics summaries for marketing team review</li> </ul> <p><b>Basic Graphic Creation:</b></p> <ul style="list-style-type: none"> <li>• Create simple social media graphics using Canva templates provided by Mosaic</li> <li>• Adapt existing templates with new text, images, or colours as directed</li> <li>• Follow Mosaic's brand guidelines and visual style</li> <li>• Maintain visual consistency across posts</li> </ul> <p><b>Community Engagement Support:</b></p> <ul style="list-style-type: none"> <li>• Monitor comments and messages on social media platforms during volunteering hours</li> <li>• Flag comments requiring response to Marketing Lead</li> <li>• Respond to simple queries using approved messaging templates</li> <li>• Report any concerning or inappropriate comments immediately</li> </ul> <p><b>Content Organization:</b></p> <ul style="list-style-type: none"> <li>• Maintain content calendar with scheduled posts and upcoming campaigns</li> <li>• Organize social media assets (graphics, captions, hashtags) in shared folders</li> <li>• Keep track of which content has been published</li> <li>• Help identify content gaps or opportunities for upcoming posts</li> </ul>
SKILLS  List the skills required to perform these tasks	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Familiarity with major social media platforms (Facebook, Instagram, LinkedIn)</li> </ul>



# Mosaic Multicultural Connections

## Volunteer: Social Media Marketing Support

	<ul style="list-style-type: none"> <li>• Basic graphic design skills or willingness to learn Canva</li> <li>• Strong attention to detail and ability to follow brand guidelines</li> <li>• Comfortable learning new digital tools and platforms</li> <li>• Good written communication and ability to spot errors</li> <li>• Reliable internet access and personal device (computer or tablet)</li> <li>• Preparedness to seek advice as appropriate</li> <li>• Commitment to privacy and confidentiality</li> <li>• Ability to abide by guidelines policies and procedures</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Previous experience managing social media for organizations or personal accounts</li> <li>• Understanding of social media best practices and engagement strategies</li> <li>• Experience with social media scheduling tools</li> <li>• Basic knowledge of analytics and metrics interpretation</li> <li>• Photography or basic image editing skills</li> </ul> <p><b>Personal Qualities:</b></p> <ul style="list-style-type: none"> <li>• Enthusiastic about social media and digital communication</li> <li>• Creative mindset with eye for visual appeal</li> <li>• Self-motivated and able to work independently with guidance</li> <li>• Culturally sensitive and respectful of diverse communities</li> <li>• Patient and willing to learn new platforms and tools</li> <li>• Organized and able to manage multiple tasks</li> <li>• A warm and friendly manner</li> </ul>
<p><b>REQUESTED TIME COMMITMENT</b></p> <p>What is the required minimum and maximum time commitment? What time of day is this role required??</p>	<p><b>Flexible: Approximately 2 hours per week</b></p> <ul style="list-style-type: none"> <li>• Assistance can be provided remotely on your own schedule</li> <li>• We will seek to regularly check in with you weekly (15-30 minutes)</li> <li>• Commitment can flex around your availability - some weeks may be lighter or heavier</li> </ul>
<p><b>ACTIVITY LOCATIONS</b></p> <p>Where does the volunteer perform these tasks? Include all locations where the person doing this role is required to be.</p>	<p><b>Mosaic Offices and</b> remote work from home or any location with reliable internet access. All tasks can be completed online using Mosaic's social media accounts, design tools, and communication platforms.</p>
<p><b>WORKING WITH OTHERS</b></p> <p>Will this volunteer role provide assistance to paid staff? Or will they provide assistance to the organisation alone?</p>	<p>You will contribute independently on assigned tasks under the guidance of the Marketing and Communications Lead. You'll receive content and direction from the Lead, then execute scheduling and tracking tasks autonomously. Regular communication via email or messaging platforms.</p>
<p><b>SUPPORT and SUPERVISION</b></p> <p>Who is the designated supervisor or manager of this role?</p> <p>Who will supervise the volunteer during the activity?</p>	<p><b>Marketing and Communications Lead</b></p>



# Mosaic Multicultural Connections

## Volunteer: Social Media Marketing Support

<p><b>TRAINING</b></p> <p>List the training provided for this role, including and WHS and induction requirements</p>	<p><b>Induction &amp; Training:</b></p> <ul style="list-style-type: none"> <li>• Orientation to Mosaic's mission, values, and cultural sensitivity requirements</li> <li>• Training on Mosaic's brand voice, visual identity, and social media guidelines</li> <li>• Tutorial on social media scheduling tools and analytics platforms</li> <li>• Canva training using Mosaic's brand templates and design system</li> <li>• Social media policy and confidentiality requirements</li> </ul> <p><b>Resources:</b></p> <ul style="list-style-type: none"> <li>• Access to Mosaic's social media accounts (appropriate permissions)</li> <li>• Pre-designed Canva templates and brand asset library</li> <li>• Social media guidelines and tone of voice document</li> <li>• Scheduling tool access with training materials</li> <li>• Content calendar and planning documents</li> </ul> <p><b>Support:</b></p> <ul style="list-style-type: none"> <li>• Weekly check-ins with Marketing Lead for guidance and feedback</li> <li>• Access to Marketing Lead for questions via email/messaging</li> <li>• Clear instructions and approval process for content</li> <li>• Regular feedback on performance and quality of work</li> </ul> <p><b>Recognition:</b></p> <ul style="list-style-type: none"> <li>• Certificate of volunteer service upon successful completion</li> <li>• Reference letter highlighting social media and digital marketing skills</li> <li>• Portfolio pieces showcasing your social media work</li> <li>• LinkedIn recommendation (upon request)</li> </ul>
<p><b>ADMINISTRATION</b></p> <p>List the reimbursements that Mosaic provides for volunteer expenses, and any other administration requirements</p>	<ul style="list-style-type: none"> <li>▪ <b>No financial compensation:</b> This is an unpaid volunteer position</li> <li>▪ <b>Expenses:</b> No out-of-pocket expenses expected as this is a remote role</li> <li>▪ <b>Equipment:</b> Volunteers must have access to their own computer/tablet and internet connection</li> <li>▪ <b>Software:</b> Mosaic will provide access to required tools (Canva Pro, scheduling platforms)</li> <li>▪ <b>Insurance:</b> Volunteers are covered by Mosaic's public liability insurance</li> <li>▪ <b>Record keeping:</b> Volunteer hours will be tracked for reference purposes</li> <li>▪ <b>Intellectual Property:</b> All designs created are the property of Mosaic Multicultural Connections</li> </ul>
<p><b>EXPECTATIONS and BENEFITS OF THIS ROLE</b></p> <p>What does the role offer or NOT offer, such as personal development or career experience or an opportunity to make a difference in another person's life.</p>	<p><b>What This Role Offers</b></p> <p><b>Make a Meaningful Difference:</b></p> <ul style="list-style-type: none"> <li>• Amplify the voices of refugee and migrant communities through engaging social media content</li> <li>• Help Mosaic reach more people who need their services</li> <li>• Contribute to building awareness of multicultural inclusion and support services</li> <li>• Your work directly impacts how Mosaic connects with the community online</li> </ul>



# Mosaic Multicultural Connections

## Volunteer: Social Media Marketing Support

	<p><b>Skill Development &amp; Career Experience:</b></p> <ul style="list-style-type: none"> <li>• Gain hands-on experience with social media management for a nonprofit</li> <li>• Build your portfolio with real-world social media campaigns</li> <li>• Learn to use professional scheduling and analytics tools</li> <li>• Develop skills in content planning, performance tracking, and audience engagement</li> <li>• Understand how social media supports organizational goals</li> <li>• Learn to create on-brand graphics that engage diverse audiences</li> </ul> <p><b>Transferable Skills:</b></p> <ul style="list-style-type: none"> <li>• Digital marketing skills applicable to any industry</li> <li>• Data analysis and reporting capabilities</li> <li>• Visual design fundamentals using Canva</li> <li>• Project management and deadline adherence</li> <li>• Cross-cultural communication skills</li> </ul> <p><b>Flexibility &amp; Accessibility:</b></p> <ul style="list-style-type: none"> <li>• Work from anywhere with internet access</li> <li>• Complete most tasks on your own schedule</li> <li>• Perfect for students, career changers, or those seeking flexible volunteering</li> <li>• Build skills while contributing to community impact</li> </ul> <p><b>Networking &amp; Community:</b></p> <ul style="list-style-type: none"> <li>• Connect with marketing professionals and nonprofit sector</li> <li>• Join team meetings and strategy discussions</li> <li>• Learn from experienced Marketing and Communications Lead</li> <li>• Engage with multicultural communities (indirectly through content)</li> </ul> <p><b>What This Role Does NOT Offer</b></p> <p><b>Financial Payment:</b> This is an unpaid volunteer position (no financial compensation)</p> <p><b>Guaranteed Employment:</b> The role does not guarantee a paid position at Mosaic but can provide valuable experience and references</p> <p><b>Content Creation Authority:</b> You will implement approved content, not create strategy or original captions independently (though input is welcomed)</p> <p><b>Formal Certification:</b> While guidance is provided, this role does not offer formal qualifications or accredited certificates</p> <p><b>Equipment Provision:</b> Volunteers must use their own computer/device and internet connection</p> <p><b>Client Contact:</b> This is a behind-the-scenes role without direct interaction with Mosaic's clients</p>
--	---



# Mosaic Multicultural Connections

## Volunteer: Social Media Marketing Support

	<p><b>24/7 Availability Expectation:</b> Social media monitoring is not required outside agreed volunteer hours</p>
Key Expectations	<p><b>Voluntary Nature:</b></p> <ul style="list-style-type: none"> <li>• This role is entirely voluntary - you participate of your own free will</li> <li>• You may withdraw from the role at any time with reasonable notice</li> <li>• There is no obligation to accept tasks beyond your availability and capacity</li> <li>• You are volunteering to gain experience and/or contribute to charitable purposes</li> </ul> <p><b>Commitment to Mosaic's Values:</b></p> <ul style="list-style-type: none"> <li>• Respect, inclusivity, and cultural humility in all interactions</li> <li>• Maintain confidentiality regarding unpublished content and organizational information</li> <li>• Uphold Mosaic's values of Trust, Transparency, Respect, Collaboration, and Creation</li> <li>• Ensure all social media activity reflects cultural sensitivity</li> </ul> <p><b>Reliability:</b></p> <ul style="list-style-type: none"> <li>• Communicate clearly about your availability and capacity</li> <li>• Schedule posts reliably to maintain consistent social media presence</li> <li>• Notify supervisor in advance if you're unable to complete scheduled tasks</li> <li>• Provide reasonable notice if you need to reduce hours or step away from the role</li> </ul> <p><b>Quality &amp; Professionalism:</b></p> <ul style="list-style-type: none"> <li>• Maintain high standards of accuracy in all posts and graphics</li> <li>• Follow brand guidelines meticulously</li> <li>• Double-check scheduled content before it goes live</li> <li>• Seek approval before making changes to approved content</li> <li>• Respond professionally in any community engagement</li> </ul> <p><b>Cultural Sensitivity:</b></p> <ul style="list-style-type: none"> <li>• Prioritize dignity and respectful representation of refugee and migrant communities</li> <li>• Avoid stereotypes; focus on authentic, empowering content</li> <li>• Understand that you're representing Mosaic's brand and values online</li> <li>• Flag any content that may be culturally insensitive</li> </ul> <p><b>Platform Security:</b></p> <ul style="list-style-type: none"> <li>• Maintain security of login credentials and never share account access</li> <li>• Follow Mosaic's social media policies and platform guidelines</li> <li>• Report any security concerns or unusual activity immediately</li> <li>• Use appropriate privacy settings and protections</li> </ul> <p><b>Safety &amp; Wellbeing:</b></p> <ul style="list-style-type: none"> <li>• Work in a safe environment if working remotely</li> </ul>



# Mosaic Multicultural Connections

## Volunteer: Social Media Marketing Support

	<ul style="list-style-type: none"><li>• Take breaks as needed and don't overcommit</li><li>• Report any online harassment or concerning interactions</li><li>• Maintain healthy boundaries around volunteer time and social media use</li></ul> <p><b>Legal Framework:</b></p> <ul style="list-style-type: none"><li>• Volunteers are not replacing paid staff or performing work during industrial disputes</li><li>• You retain the right to cease volunteering at any time</li><li>• Mosaic will provide a safe "working" environment in accordance with WHS obligations</li><li>• You will be treated with respect and provided clear role descriptions</li><li>• Any reference checks or screenings will only be conducted with your informed consent</li></ul>
--	--

**Note:** Volunteers are covered by Mosaic's public liability insurance but are not entitled to workers' compensation as per NSW volunteering regulations. This role is designed to complement paid staff, not replace them, and allows you to contribute to Mosaic's mission while building your design portfolio in a flexible, supportive environment that values creativity within a framework of cultural sensitivity and brand consistency



# **Mosaic Multicultural Connections**

## **Volunteer: Social Media Marketing Support**

---



# **Mosaic Multicultural Connections**

## **Volunteer: Social Media Marketing Support**

---



# **Mosaic Multicultural Connections**

## **Volunteer: Social Media Marketing Support**

---