
Volunteer Social Media Opportunity



SEND Empowerment
ADVICE & SUPPORT

About SEND Empowerment Advocacy

SEND Empowerment Advocacy is a national, community-led service supporting families of children and young people with Special Educational Needs and Disabilities across England.

Our mission is to empower parents and carers with the knowledge, confidence, and practical tools they need to navigate the SEND system - ensuring that every child and young person receives the education and support they are legally entitled to.

We understand how overwhelming the SEND process can feel, from early concerns in school through to Education, Health and Care Plans (EHCPs), annual reviews, and appeals. That's why we provide free, compassionate, and expert advocacy support to families at every stage of their journey.

All our services are completely free of charge, because every family deserves access to clear, accurate information and dedicated advocacy, regardless of financial circumstance.

SEND Empowerment Advocacy was founded by Marnie, an experienced SEND Adviser and parent with lived experience of navigating the SEND system. What began as a small community initiative has grown into a national network, supporting families across England through one-to-one advocacy and online parent groups. We are currently operating as a community organisation.

At SEND Empowerment Advocacy, our work is guided by compassion, empowerment, and integrity. We stand beside families to ensure their voices are heard, their rights upheld, and their children's needs recognised.

Volunteer Social Media Opportunity

Do you have a good understanding of SEND and SEND law, alongside an interest in creating clear, professional and engaging social media content? Would you like to use your creativity to help families access accurate information and discover free support?

We are looking for a reliable and creative Volunteer Social Media Team Member to join SEND Empowerment Advocacy. You will work alongside Marnie and Senior Adviser Tori and the wider volunteer team to raise awareness of SEND rights, promote our services and publicise our online parent groups and events.

About the Role

As a Volunteer Social Media Team Member, you will help create professional, accessible information graphics and written posts for our social media platforms, particularly Facebook, and Instagram. However, we are expanding to TikTok and Threads. Much of the content will explain SEND processes and legal rights, so a sound working understanding of SEND law and the EHCP system is important.

You will also create promotional graphics and captions advertising our free advocacy services, online parent groups, workshops and other events. Legal information and service announcements must be checked and approved by the relevant team member before publication. You will not be expected to give individual legal advice or respond to casework enquiries.

This is a remote, flexible volunteer position, but good communication and the ability to meet agreed content deadlines are essential.

Key Responsibilities

- ➔ Design clear, accurate and professional information graphics on SEND rights, EHCP processes and relevant guidance.
- ➔ Write engaging, accessible captions to accompany educational and promotional posts.
- ➔ Create promotional content advertising our free advocacy services and the support available to families.
- ➔ Design and publicise our online parent groups, guest-speaker sessions, workshops and events, including reminders and last-chance sign-up posts.
- ➔ Work with Marnie and Tori to plan content and check the accuracy of SEND-law information before publication.
- ➔ Use Canva or similar tools to produce consistent graphics in line with our organisation's branding.
- ➔ Ensure posts are inclusive, accessible, respectful and suitable for parents, carers and professionals.
- ➔ Maintain confidentiality, follow safeguarding and data protection procedures, and use only approved information and images.
- ➔ Communicate reliably with the team and make agreed amendments to drafts.
- ➔ Attend Online meetings, to plan content, training and team meetings.

Skills and Experience We're Looking For

- ➔ A sound understanding of SEND processes and the legal framework in England, including EHC Needs Assessments, EHCPs and SEN support.
- ➔ Ability to explain complex SEND information accurately in clear, parent-friendly language.
- ➔ Experience or confidence using Canva and creating professional social media graphics.
- ➔ Strong written English, proofreading skills and attention to detail.
- ➔ Familiarity with social media and an understanding of effective social media communication.
- ➔ Creativity, reliability, organisation and a collaborative approach.
- ➔ Willingness to follow content approval procedures rather than publishing unverified legal information.
- ➔ Professional, voluntary or lived experience of SEND is welcome; relevant SEND-law training is desirable.

Support & Development

- ➔ Guidance from our team on approved legal information and content priorities.
- ➔ Ongoing support, feedback and collaboration with our volunteer team.
- ➔ Opportunities to build experience in digital communications, SEND awareness and community engagement.
- ➔ Supportive volunteer WhatsApp community
- ➔ Ongoing training, with SEND processes, and social media

Commitment & Flexibility

- ➔ Remote volunteering with flexible hours agreed around your availability.
- ➔ No fixed minimum weekly hours; we ask for realistic commitments and reliable communication.
- ➔ Ability to work to agreed dates for events, group promotions and scheduled campaigns.
- ➔ Content is subject to team review and approval before being published.

What You'll Gain

- ➔ The opportunity to help families understand their rights and find free SEND support.
- ➔ Practical experience creating educational and promotional social media content.
- ➔ A meaningful role within a supportive national volunteer-led organisation.

Volunteer Social Media Application Form

Full Name: _____

Email Address: _____

Date of Birth: _____

Phone Number: _____

Location (Town/Area): _____

1. Please tell us about your experience with SEND, including any professional, voluntary or lived experience.

2. What motivates you to volunteer with SEND Empowerment Advocacy as part of our social media team?

3. Please briefly summarise your knowledge of SEND law and the EHCP process in England. Include any relevant training or qualifications.

4. What experience do you have creating social media graphics, writing captions or using Canva (or similar design tools)?

5. How would you make sure an information graphic about SEND legal rights is accurate, clear and accessible to parents?

6. Which areas of the role interest you most: professional SEND information graphics, promoting our advocacy services, or advertising online parent groups and events?

7. Are you currently working or volunteering in another SEND-related or social media role that could create a conflict of interest?

☐ Yes ☐ No

If yes, please provide brief details:

8. How many hours per week (on average) could you offer to this role?

☐ 1–3 hrs ☐ 4–6 hrs ☐ 7+ hrs ☐ Flexible

9. Do you have access to a computer/laptop and reliable internet connection?

☐ Yes ☐ No

10. Are you comfortable sharing examples of graphics or social media content you have created? (Optional)

☐ Yes ☐ No

Links or details:

11. References (please provide names and contact details for two referees, if available):

12. Do you have any additional support or accessibility needs you would like us to be aware of?

13. Do you have any relevant qualifications or certificates from completed courses? (Please attach copies if available.)

14. Do you have an up-to-date DBS check?

☐ Yes ☐ No

Declaration

I confirm that the information provided is accurate to the best of my knowledge. I understand this is an unpaid voluntary position and that, if appointed, I must follow the organisation's confidentiality, safeguarding, data protection and content approval procedures.

Signature: _____ Date: _____