



Social media conversation starters: volunteer role description

To enquire, email hello@pepf.co.uk with the subject line “Social media conversation starters”.

Summary

Do you want to **close the gap between state and private schools**? Could you spark and amplify online conversations with journalists, activists, politicians, researchers, educators and the general public, to bump issues related to private-state school disparities up the public agenda?

We’re looking for **2 or 3 new volunteers** to join our existing team of social media hounds! Roughly 1 day a week, you’ll each lead on finding education news and opinion, then raising its profile and encouraging debate about it on Twitter and Instagram.

The role

Our mission is to produce research and debate that helps policymakers reduce the inequalities between private and state schools in the UK.

We want more people to know and care about inequalities between the private and state education sectors. We also want all major political parties to have informed, credible policies to address the inequalities. A huge way of doing this is by raising the issues and sparking conversations about them in public, including online.

Our social media conversation starters will **find relevant news and debate**. They’ll then use PEP Forum’s [Twitter](#) account - and, if comfortable, our [Instagram](#) account and Canva -

to **post questions and conversation starters** about them, **in PEP Forum's voice**. They'll also post about PEP Forum's own research, events, updates and opportunities.

Like everyone at PEP Forum, our social media conversation starters are volunteers who contribute flexibly, distribute tasks as they see fit and support one another. You'll be trained and supported by PEP Forum member Tom Guerriero-Davies and others, and you'll volunteer remotely. There is plenty of opportunity to eventually branch out into other forms of volunteering at PEP Forum, such as research and organising events.

And in return? You'll be part of a lovely, informal group of volunteers - including board members - who regularly **chat, socialise** together and **support** each other's careers.

We would love to hear from adults of all ages, identities and backgrounds. You'll be great if you:

- Feel genuinely engaged with our mission
- Enjoy spending time on social media as a healthy habit
- Enjoy reading and thinking about education news and debate regularly
- Write clearly, concisely and compellingly for social media, drawing people from lots of backgrounds and professions into well-tempered discussions
- Are very comfortable using Twitter
- Are comfortable or happy to learn how to use Instagram and Canva
- Are happy to put aside at least 1 day a week (Saturdays and Sundays are options too) where you regularly check in to PEP Forum's social media accounts
- Organise your own time well and stick to your commitments
- Communicate reliably with other volunteers about your availability, progress and challenges

You might have previous paid experience of running social media accounts for an organisation (great!), or you may pull these strengths together from other areas of your life (also great!).

If you're unsure whether you fit the role description or you'd like to adjust this in line with your accessibility needs, please get in contact: hello@pepf.co.uk.

About Private Education Policy Forum

Private Education Policy Forum ("PEP Forum") was started by the education journalist Jess Staufenberg, campaigner Melissa Benn, charity leader Mike Trace, academic Francis Green

and author Robert Verkaik in 2019. We are a think tank and **we aim to reduce the inequalities between state and private education in the UK**. We produce research and increase public debate around educational inequalities, to inform policymakers in their efforts to reduce inequality.

Our organisation is currently **entirely volunteer-run**. Our volunteers have a lot of experience in this field, and are recognised by media figures and politicians.

We are developing quickly on all fronts, including in our research and policy work, events, fundraising, operations and diversity, equity and inclusion. You'll be part of a supportive bunch of friendly volunteers. You will also have a specific point of contact on our board for anything related to your volunteering and sense of inclusion.

Find us at www.pepf.co.uk.

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