



## **VOLUNTEER JOB DESCRIPTION**

**TITLE:** Social Media Coordinator

**STATUS:** Volunteer

**REPORTS TO:** Development & Communications Manager

**REVISION DATE:** 08/04/2022

**PURPOSE:** Our Social Media Coordinator assists our Development Department by assisting with social media calendar management, content research, platform monitoring, analysis, and more. Our social media presence is vital in supporting our Agency's mission of delivering compassionate innovative mental health services that empower individuals and families to overcome barriers and significant life challenges to achieve more fulfilling, resilient, and self-sufficient lives.

### **DUTIES AND RESPONSIBILITIES:**

1. Assist with maintaining and updating Quarterly Development Calendar.
2. Conduct research into mental health topics, other organizations, collaborators, prominent mental health leaders, and more.
3. Monitor various social media platforms such as Facebook, Instagram and Twitter, and YouTube.
4. Assist the Social Media Intern in tracking social media engagement and study analytics to identify high-performing ideas and campaigns for scalability.
5. Understand the mission of the company, including the brand, client, donor, strategic plan, and all other aspects of service delivery.
6. Aid the Social Media Intern in preparing ideas for planned campaign ideas and provide suggestions to Development Team for improving customer experience on social platforms.
7. Assist the Social Media Intern in creating performance reports.

### **VOLUNTEER JOB REQUIREMENTS:**

1. Working knowledge of social media platforms.
2. Entry-level understanding of marketing strategy and how to use the concepts throughout various forms of outreach
3. Creating and managing multiple social media accounts, developing content to inform, educate and engage the brand's audience to increase awareness and achieve marketing goals.
4. Ability to learn nonprofit marketing, journalism, public relations, or related field.
5. 1-2 years of social media management experience preferred.
6. Working knowledge of, or willingness to learn, Office Suites, Google Suites, and Canva.
7. Ability to work alongside a diverse group of employees and simultaneously work toward many company initiatives at once.

### **KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:**

1. Social media marketing knowledge preferred.
2. Superior oral and written communication skills.

3. Excellent organization and time management.
4. Internet research skills preferred.
5. Knowledge of social media analytics software including Facebook Insights, Google Analytics and Twitter Analytics to track audience engagement and campaign performance preferred.
6. Experience with content management systems, word processor applications and image/video editing software preferred.

**WORKING CONDITIONS AND PHYSICAL EFFORT:**

1. Work is normally performed in a typical interior/office work environment.
2. Physical effort required includes standing, sitting, bending, stooping, lifting (up to 20 lbs), talking and hearing.
3. Work environment involves minimal exposure to physical risks, such as operating dangerous equipment or working with chemicals.