



Volunteer Job Description: Social Media Director

Location: Remote (with occasional in-person events, if applicable)

Time Commitment: 5-10 hours per week

Reports To: Council Leadership

About the Veterans Mental Health Council

The Veterans Mental Health Council (VMHC) is a dedicated group of advocates committed to supporting the mental health and well-being of military veterans and their families. Through education, outreach, and collaboration with service organizations, we aim to reduce stigma, increase access to resources, and promote holistic support for veterans navigating life after service.

Role Summary

The Social Media Director will play a key role in advancing the Council's mission by leading our social media strategy, creating engaging content, and fostering online community growth. This volunteer position is ideal for someone passionate about veterans' mental health, skilled in digital marketing, and ready to make a meaningful impact.

Key Responsibilities

- **Content Creation and Management:**
 - Develop and execute a social media content calendar to highlight VMHC initiatives, events, success stories, and partner organizations.
 - Create engaging posts (graphics, videos, stories, etc.) tailored to platforms like Facebook, Instagram, LinkedIn, and Twitter/X.
 - Write and distribute PSA announcements.
- **Audience Engagement:**
 - Foster meaningful interaction with followers, responding to comments, messages, and inquiries in a timely and empathetic manner.
 - Build relationships with veterans, their families, and organizations to encourage a sense of community and collaboration.
- **Campaign Development:**
 - Plan and implement awareness campaigns for mental health topics, such as PTSD, suicide prevention, and veteran reintegration.
 - Align messaging with key national awareness months, including Mental Health Awareness Month and Veterans Day.
- **Analytics and Reporting:**
 - Monitor and analyze social media metrics to assess the success of campaigns and engagement.
 - Provide monthly performance reports with recommendations for improvement.
 - Collaboration:
 - Work closely with Council leadership and other volunteers to ensure consistent messaging.
 - Collaborate with partner organizations to amplify key messages and initiatives.



Qualifications

- Experience managing social media platforms (e.g., Facebook, Instagram, Twitter/X, LinkedIn).
- Proficiency in graphic design tools (Canva, Adobe Spark, etc.) and video editing software is a plus.
- Strong writing skills with an understanding of tone and messaging tailored to veteran and mental health audiences.
- Knowledge of veteran mental health challenges and services is highly desirable.
- Ability to work independently while staying aligned with the Council's mission and goals.
- Commitment to creating a positive and supportive online environment.

Benefits

- Be part of a passionate team advocating for veterans' mental health.
- Gain valuable experience in social media strategy and non-profit communications.
- Make a tangible impact in reducing stigma and improving mental health outcomes for veterans.
- Expand your network within the veteran services community.

How to Apply

To apply, please send your resume and a brief statement about your interest in the position to info@veteransmentalhealthcouncil.org with the subject line "Social Media Director Application."

Join us in making a difference for those who've served. Together, we can amplify the voices of veterans and ensure they receive the mental health support they deserve.