



**Job Title: VOLUNTEER SOCIAL MEDIA MANAGER**

**Location:** Remote (Possibly meet in person periodically)

**Time Commitment:** Based on University Requirements

**Position Overview:**

We seek a creative and motivated Volunteer Social Media Manager to help manage and grow our social media presence across various platforms. The Social Media Manager will help create engaging content, increase online visibility, and foster a strong connection with our community. Our goal is to encourage viewers to participate in various ministry opportunities. This position is ideal for someone passionate about social media, marketing, and helping to amplify our mission through digital channels.

**KEY RESPONSIBILITIES:**

**1. Content Creation & Strategy:**

- Develop a content calendar that aligns with organizational goals and important events.
- Create and curate high-quality, engaging content (graphics, images, videos, copy) for social media platforms (Facebook, Instagram, Twitter, TikTok, etc.).
- Ensure that content is consistent with the organization's voice, tone, and mission.

**2. Community Engagement:**

- Monitor social media channels for comments, questions, and messages, responding in a timely and professional manner.
- Engage with followers by liking, sharing, and commenting on posts.
- Foster relationships with influencers, partners, and community members.

**3. Social Media Management:**

- Post content according to the content calendar and monitor engagement.
- Use social media management tools (e.g., Hootsuite, Buffer) to schedule posts and track performance.
- Track social media trends, news, and best practices to stay ahead in the digital space.

**4. Analytics & Reporting:**

- Monitor and analyze the performance of social media campaigns and posts.
- Provide insights and recommendations for future strategies based on performance data.
- Prepare monthly reports on social media growth, engagement, and other key metrics.

**5. Brand Consistency & Messaging:**

- Ensure consistent messaging across all platforms that aligns with the organization's mission, values, and objectives.
- Assist in the development of creative campaigns to raise awareness about our cause, events, or initiatives.

## 6. Collaboration:

- Work closely with other team members, including marketing, design, and events, to ensure social media efforts support overall organizational goals.
- Collaborate with team members to plan special social media campaigns, such as fundraising events or advocacy initiatives.

## Qualifications:

- Belief in the mission of Domestic Kindness (to equip churches to be part of the solution to domestic abuse).
- A passion for social media, digital marketing, and communication.
- Strong writing, editing, and communication skills.
- Experience using major social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.).
- Basic knowledge of social media management tools (e.g., Hootsuite, Buffer, Canva).
- Familiarity with social media analytics tools (e.g., Google Analytics, Facebook Insights).
- The ability to create engaging visual content, including graphics, videos, or GIFs, is a plus.
- Self-motivated and able to work independently, managing time effectively.
- Attention to detail and strong organizational skills.

## Preferred Qualifications:

- Previous experience managing social media accounts for an organization, brand, or non-profit.
- Experience with design tools such as Canva, Adobe Photoshop, or similar.
- Knowledge of SEO and how social media impacts search engine visibility.
- Familiarity with social media advertising platforms (e.g., Facebook Ads, Instagram Ads).

## Benefits of Volunteering:

- Gain experience managing social media for an organization or cause.
- Build your portfolio and showcase your work.
- Network with professionals and make valuable connections.
- Make a meaningful impact on the growth and success of an organization.
- Flexible hours and the opportunity to work remotely (if applicable).

## How to Apply:

Please send your resume, along with a brief cover letter explaining why you're interested in this internship and what you hope to learn, to [domestickindness@gmail.com](mailto:domestickindness@gmail.com). Please include links to any relevant social media accounts or campaigns you have managed in the past.

This volunteer role provides a fantastic opportunity for individuals looking to gain experience in digital marketing, social media management, and non-profit work, all while contributing to a meaningful cause.