

## **Social Media Campaign Coordinator-Animal Advocacy**

### **About The Underground Rainbow**

The Underground Rainbow is a large community contingent advocating for the animals in Spokane County and surrounding areas.

At the present time, we are deeply concerned with many disturbing happenings at SCRAPS (Spokane County Regional Animal Protection Service).

We will continue to bring the wrongdoings of SCRAPS into the limelight by providing facts, backed by proof, until the laws, ordinances, and contractual obligations are upheld including the killing of animals, the unethical and dishonest practices by SCRAPS Leadership, the retaliation and discrimination by SCRAPS Leadership, and the false narrative being dispersed throughout the community.

Our mission is to advocate for the welfare, protection, and rights of domestic animals by being a vigilant and compassionate voice, raising awareness, providing education, and advocating through factual dedication.

**WE ARE AN ALL VOLUNTEER ORGANIZATION AND THEREFORE USE A VOLUNTEER INTEREST FORM AS PART OF THE VETTING PROCESS DUE TO SPAM APPLICATIONS**

**TO APPLY PLEASE USE OUR VOLUNTEER APPLICATION FORM AT:**

**[undergroundrainbow.org](http://undergroundrainbow.org)**

*Due to volunteer time limitations if you do not use the form above, you won't receive replies from us.*

To learn more about our organization, please visit our website: [undergroundrainbow.org](http://undergroundrainbow.org)

### **Volunteer Role Summary:**

We are looking to add an experienced and motivated **Social Media Campaign Coordinator** to our team. As a Social Media Campaign Coordinator, you will plan and execute specific social media campaigns. Collaborate with the Social Media Expert Team Lead and/or Social Media Volunteer Coordinator to align campaigns with organizational goals. Track progress and adjust campaigns as needed. Assists in design promotional materials with the Graphic Designer for events and campaigns. You will be required to follow posting guidelines, utilize branded text and colors, talking points, and not defer from them to ensure continuity and protection of our mission. This role will work closely with the Social Media Expert Team Lead and/or Social Media

Volunteer Coordinator to ensure the long-term success of the organization and continuity of our mission. You can volunteer as you are available. You can make your own hours but must commit to the best of your ability to ensure there is content being posted daily.

### **Key Responsibilities:**

- Content Creation within our organizations guidelines
- Collaborate with and obtain approved topics from Social Media Expert Team Lead and/or Social Media Volunteer Coordinator
- Utilize only approved brand colors, text, etc
- Collaborate with the Social Media Expert Team Lead and/or Social Media Volunteer Coordinator to align campaigns with organizational goals.
- Track progress and adjust campaigns as needed. Assists in design promotional materials with the Graphic Designer for events and campaigns.
- If a candidate lacks extensive experience on any platforms but possesses transferable skills and a willingness to learn
- Conduct yourself in a professional manner at all times when representing yourself as a volunteer of The Underground Rainbow

### **Qualifications/Skills**

- Ability to follow guidelines and talking points for content creation and not defer from approved topics to ensure continuity with the mission of The Underground Rainbow
- Ability to keep consistent posts within each of the social media platforms
- Ability to work independently and asynchronously in a remote environment
- Detail oriented and not afraid to take and provide objective feedback
- Ability to keep confidentiality

Job Type: Part Time or Full Time

Pay: Volunteer-No Pay

Work Location: Remote