



racialunityteam1@gmail.com

603-263-6511

Non-profit 501 (C) (3)

Position Description: Social Media Specialist (Volunteer)

Job Description

This role will be responsible for maintaining the Racial Unity Team's digital presence. You will be responsible for monitoring all our social media channels, developing postings, and correcting changes as needed. Under the direction of the Administrative Director, this role will be responsible for the planning and execution of the organization's online presence and community engagement.

Responsibilities

- Utilize social media platforms to post ongoing content to increase engagement with current and potential clients
- Assist Community Coordinators with announcements on social media
- Coordinate and execute event/sponsorship we support
- Work closely across functions to deliver impactful campaigns to increase product awareness, and community involvement
- Ensuring timely responses to all reviews on all platforms as well as escalation of concerns when necessary
- Keep pace with Digital Marketing trends across paid mediums including Meta, Google, TikTok, and LinkedIn
- Manage referral program and report on KPIs
- Set up tracking measures for all major campaigns to monitor performance.

Estimated Hours: 10 hours per month