

Social Media Coordinator (Volunteer)

Where: Remote (Anywhere worldwide)

Start date: ASAP

Role Type: Full-time, Part-time

“We are the resistance” is an organization dedicated to promoting climate justice education and cultivating environmental responsibility through storytelling. Our audiovisual content shares global resistance stories, highlighting climate change's varied impacts on marginalized groups, including women, girls, and LGBTQIA+ individuals. We amplify unheard voices, especially from those pioneering local climate strategies to protect their land, livelihoods, and culture. Our platform centers these experiences, enriching our climate action approach for inclusive mitigation.

Job Overview: The Volunteer Social Media Coordinator will play a pivotal role in developing and executing our organization's social media strategies to enhance brand visibility, engage with our community, and drive meaningful interactions. This volunteer position involves managing various social media platforms, creating and curating content, monitoring trends, and contributing to the growth of our online presence.

Whilst this role is voluntary, this role has the potential to become a paid position depending on funding.

Responsibilities:

1. Content Creation:

- Develop engaging and creative content (text, images, videos, graphics) that aligns with the organization's mission and goals.
- Generate ideas for campaigns, posts, and stories to promote events, initiatives, and projects.
- Adapt content for different social media platforms while maintaining a consistent brand voice.

2. Platform Management:

- Manage and maintain the organization's social media accounts (e.g., Facebook, Twitter, Instagram, LinkedIn) with regular updates.
- Schedule and publish posts, ensuring timely and relevant content delivery.
- Respond to comments, messages, and interactions in a professional and timely manner.

3. Community Engagement:

- Foster a strong online community by initiating and participating in conversations with followers, partners, and supporters.

- Monitor trends and discussions related to the organization's field and engage appropriately to boost visibility.
- 4. Analytics and Reporting:**
 - Monitor social media metrics (engagement, reach, likes, shares) to assess the effectiveness of strategies.
 - Provide regular reports on performance and suggest improvements based on data analysis.
- 5. Collaboration:**
 - Collaborate with other team members to align social media efforts with overall marketing and communication strategies.
 - Coordinate with content creators, designers, and event organizers to ensure cohesive messaging.
- 6. Stay Current:**
 - Stay up-to-date with social media trends, algorithms, and best practices.
 - Identify emerging platforms and trends that could benefit the organization's online presence.

Qualifications:

- Passion for the organization's mission and a strong desire to contribute positively to its growth.
- Previous experience in managing social media accounts for personal or organizational purposes is preferred but not mandatory.
- Proficiency in using various social media platforms and scheduling tools.
- Basic graphic design skills for creating visually appealing content.
- Excellent written and verbal communication skills.
- Ability to work independently and as part of a team.
- Detail-oriented with strong organizational skills.
- Familiarity with analytics tools to measure and interpret social media performance.
- Time management skills to ensure timely content delivery and response to interactions.

Time Commitment:

- This is a volunteer position with a flexible time commitment, estimated at around 5-10 hours per week, depending on the organization's needs and the volunteer's availability.

Benefits:

- Opportunity to make a meaningful impact on the organization's online presence and community engagement.
- Develop and enhance social media management and content creation skills.
- Gain insights into marketing and communication strategies within an international nonprofit context.
- Network with like-minded individuals and professionals within the organization.
- This role has the potential to become a paid position depending on funding.

Application Process:

- Interested candidates are invited to submit their resume and a brief statement of interest outlining their motivation for the role and any relevant experience.
- Shortlisted candidates will be contacted for an interview to discuss their suitability and to further assess their skills.

The hiring Manager for this role is Kimberley Obongonyinge. to apply for this opportunity, please send your CV and a cover letter to wearether3sistance@gmail.com