



## **PART-TIME VOLUNTEER JOB DESCRIPTION SOCIAL MEDIA DIRECTOR**

**TITLE:** Social Media Director

**STATUS:** Volunteer

**REPORTS TO:** Vice-President of Operations and Military Affairs

**REVISION DATE:** 02/14/2024 - v.2.0

### **PURPOSE:**

The Social Media Director is a key volunteer role within the organization. This person is responsible to work in conjunction with the executive leadership team and the Public Relations Director. The Social Media Director is to actively and consistently use social media tools to:

- (1) increase awareness of the services provided to Veterans and their spouses and
- (2) increase usage of the self-recording system.

### **DUTIES AND RESPONSIBILITIES:**

You will assist with creating original text, images and video content, and managing posts. You will manage our nonprofits' social media image in a cohesive way to achieve our service and marketing goals in helping our nation's military Veterans and spouses.

#### **Some specific goals would include.**

- Generate, edit, publish and share engaging content regularly/weekly (e.g. original text, photos, videos and news).
- Oversee social media accounts' management (Facebook, Instagram, LinkedIn, etc.) and design (e.g. Facebook timeline cover, profile pictures, etc.)
- Assisting with social media calendar management, content research, platform monitoring, analysis, and more.
- Design and implement social media strategy to align with goals of Our Patriot Stories
- Set specific objectives.
- Respond to queries in a timely manner and monitor customer reviews.
- Create new features to develop awareness of Our Patriot Stories., like promotions, working with correlated nonprofits, joint postings, etc..

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Experience as a Social media and content management
- Ability to deliver creative content (text, images and especially video)

- Knowledge of SEO, keyword research and social media analytics software.
- Knowledge of online marketing channels.
- Experience working with video, video editing and preparing video segments for social media posting would be helpful.
- Experience using Canva, Metricool, Jasper AI and other content creation and management tools would be helpful.

**WORKING CONDITIONS AND PHYSICAL EFFORT:**

- The expectation is that the Volunteer Social Media Coordinator will dedicate 1-3 hours per week.
- Work would be completed online based on the Social Media Directors availability and schedule.

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