



## **Social Media Coordinator Job Description**

**Purpose:** The Social Media Coordinator supports the organization by creating and implementing creative social media strategies that will educate and engage viewers while increasing the organization's online presence.

**Position:** The Social Media Coordinator is a volunteer position with a current maximum of five hours per month and is supervised by the Executive Director or their appointed staff.

### **Responsibilities:**

- Create engaging text, image, and video content
- Design posts to sustain readers' curiosity
- Stay up-to-date with changes in social platforms ensuring effectiveness
- Develop an optimal posting schedule, considering web traffic and viewer engagement metrics
- Develop a minimum of one post weekly
- Work collaboratively with a team
- Participate in meetings when requested

### **Qualifications:**

- Experience in multiple social media platforms
- Ability to deliver creative content, image, and video
- Excellent communication skills

