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## **Volunteer Nonprofit Social Media Coordinator**

### Job Summary

The Social Media Coordinator is responsible for managing the social media strategy of our nonprofit organization. They play a crucial role in creating engaging content, growing the organization's online presence and building strong relationships with our target audience. The coordinator will leverage various social media platforms to promote the nonprofit's mission, increase awareness and drive engagement with supporters, donors and potential donors. This role requires an understanding of social media trends, excellent communication skills and a passion for nonprofit work.

### Responsibilities

#### 1. Social Media Strategy:

- Develop and implement a comprehensive social media strategy aligned with the nonprofit organization's goals and objectives.
- Conduct research to identify target audience preferences, behaviors and trends to inform the social media strategy.
- Stay up-to-date with industry trends and best practices in social media marketing and propose innovative ideas to improve the nonprofit's online presence.

#### 2. Content Creation and Management:

- Create and curate compelling and shareable content, including text, images, videos and infographics to engage and grow the nonprofit's online community.
- Plan, schedule and publish content across various social media platforms, ensuring consistency in tone, messaging and branding.
- Collaborate with nonprofit team to gather relevant content and ensure accuracy and relevance.

### 3. Community Engagement:

- Monitor and respond to comments, messages and inquiries across social media platforms promptly and professionally.
- Foster meaningful connections with followers, supporters, donors and volunteers, cultivating a positive and engaged online community.
- Identify and collaborate with influencers, partners and advocates to amplify the nonprofit's message and reach a wider audience.

### 4. Analytics and Reporting:

- Track, analyze, and report on social media performance using various analytics tools, providing insights and recommendations for improvement.

### 5. Campaigns and Advocacy:

- Develop and execute social media campaigns and initiatives to support fundraising efforts, awareness campaigns, events and advocacy initiatives.

### Qualifications

- Previous volunteer experience in social media management.
- Excellent written and verbal communication skills with the ability to create engaging content tailored to different social media platforms and target audiences.
- In-depth knowledge of various social media platforms, including Facebook, Twitter, Instagram, LinkedIn and emerging platforms.
- Familiarity with social media management tools, analytics platforms and content creation software.
- Strong understanding of social media best practices, trends and emerging technologies.
- Ability to work independently, manage multiple projects simultaneously and meet deadlines.
- Passion for the nonprofit sector and understanding of social issues.
- Creativity and the ability to think outside the box when developing content and engaging with the online community.

Note: This volunteer job description serves as a general overview and may be subject to change. The specific responsibilities and qualifications may vary based on the needs of the nonprofit organization.