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Social Media Manager Volunteer Position

We are searching for a talented Social Media Manager to represent our non profit by upholding and building the social media presence for our brand. The Social Media Manager will be required to drive engagement by creating high-quality original content as well as manage our community by responding to comments and messages across all platforms. You will be part of the Communications team working together to consistently share content that supports our mission and board goals.

Approximate Time Required: 2-4 hours weekly

Social Media Manager Responsibilities:

- Formulating high-quality novel written and visual content for each social media campaign.
- Building a social media presence by maintaining a solid online presence.
- Monitoring WFO's brand on social media.
- Managing our online communities to ensure respectful and appropriate engagement.
- Responding to comments on each of our accounts.
- Running social media advertising campaigns.
- Analyzing data to determine whether social media campaigns have achieved their objectives.
- Attending Regular WFO Communications Team Meetings

Social Media Manager Requirements:

- Social Media Marketing experience.
- Experience developing social media strategies.
- Experience working with and developing a marketing plan.
- Ability to develop the right voice for each social media platform.
- Ability to build social media communities.
- Understanding of graphic design principles.
- Ability to measure the success of campaigns.
- Ability to work within a team to create a consistent voice.
- Experience as a Brand Manager on social media is a plus.