

Volunteer Social Media Marketing Specialist

Learning Help Centers of Charlotte - Charlotte, NC

Job Summary

The role of the Social Media Marketing Specialist (SMMS) is to plan and manage social media marketing campaigns and day-to-day activities including: Develop relevant content topics to reach the organizations target audiences. Create, curate, and manage all published content (images, video and written). The Social Media Specialist will assist the Executive Director to build awareness and brand for the organization through social media and website presence. The secondary responsibility is to assist the Board and Leadership Team with special social media projects, related to brand awareness, marketing and advertising.

- Reports to: Executive Director
- Part-time volunteer position: 5-10 hours per week

Key Responsibilities

- Coordinate with the Executive Director to develop and implement a social media strategy for the organization
- Assists Executive Director with usage in social media platforms, which include Facebook, Twitter, Instagram, and YouTube, as well as WordPress website.
- Assists Executive Director with research information about the current sentiment of users about social media and website platform in order make necessary changes
- Collaborates with Executive Director, community partners and advisory committee members to ensure that content shared on social media platforms is brand-compliant and supports the LHCC mission
- Arrange and attend meetings with potential community partners to collaborate on social media presence, e.g. Share Charlotte, Hands on Charlotte
- Design social media postings, new items, tell stories from volunteers, parents and children
- Coordinate with LHCC staff and volunteers to plan and execute social media events, for example Share Charlotte Giving Tuesday CLT

- Develop strategy, processes, and brand materials for Learning Help Centers of Charlotte program awareness and marketing and donor engagement
- Assist the Leadership Team on other projects related to program operations, marketing and advertising, and web and social media campaigns

Qualifications

- Bachelor's degree or equivalent
- Passionate about creating a positive impact in the lives of those who are disenfranchised
- Demonstrated experience and success with social media for nonprofit organizations
- Excellent verbal and written communication skills
- Strong organizational skills, time management skills, and attention to detail
- Positive attitude and proactive personality
- Strong interpersonal skills to interact well with staff members, members of the community, media outlets, and donors
- Highly proficient with WordPress, Facebook, Twitter, Instagram and video applications like Vimeo and You Tube
- Experience with web and social media marketing and advertising
- Ability to represent Learning Help Centers of Charlotte in a professional manner

Position Details

- Part-time position: 5 -10 hours per week
- Job Type: Part-time

Required education:

- Bachelor's degree

Required experience:

- Social Media Management: 1- 2 years

Required language:

- English

Contact: Send cover letter and resume of recent relevant social media experience, and availability, to info@lhccclt.org