



Social Media Volunteer

Position Summary

The Social Media Volunteer is responsible for promoting Visions of Independence by driving more traffic and community engagement to our social media accounts to increase the overall exposure of our company. They are also responsible for updating all social media accounts with appropriate content, including but not limited to Facebook, Twitter, Instagram and LinkedIn.

This role may be performed remotely; however, on-site presence may be required at times.

Qualifications and Requirements

- Must demonstrate commitment to VOI's values:
 - We are open and respectful.
 - We are transparent.
 - We value people's strengths, abilities, and knowledge.
 - We think outside the box.
 - We value people's experiences and perspective.
- Strong verbal and written communication skills
- Excellent time management and attention to detail
- Self-directed individual with the ability to work independently with minimal supervision
- Familiarity with the types of services provided and the challenges and barriers facing persons with intellectual disabilities is considered an asset
- Marketing and SEO experience are considered assets

Specific Responsibilities

Plan Development

- Assist in creation of a social media plan
- Synchronize and coordinate all social media platforms such that each are utilized to their strengths
- Analyze and measure effectiveness of efforts to drive traffic

Content Management

- Research and creation of written and graphic content for both short posts and longer blog posts
- Ensure all content is aligned with company brand and appeals to our target audience
- Create and update content calendar
- Update social media accounts with relevant content

Other

- Collaborate with various departments to solicit and deploy content for posts (stories, photos, etc.)

REPORTING RELATIONSHIPS:

Reports to: Executive Assistant