



## Social Media Volunteer Job Description

### **Position Summary:**

The Social Media volunteer supports KY Network through community relations and marketing. This position is responsible for managing all social media marketing through content strategy, brand awareness, and donor engagement. The Social Media volunteer will promote KY Network activities, updates and initiatives through various social media platforms and support special events in the community and special projects.

### **Essential Duties and Responsibilities:**

- Develop, write and edit innovative and creative media content across all social media platforms.
- Collaborate with KY Network team members to ensure a cohesive social media identity.
- Create and maintain relevant social media accounts (i.e Facebook, Instagram, TikTok).
- Setup reminders for posts/announcements for all social media outlets.
- Keep track of social media trends and competition.
- Engage social media followers by monitoring chats, messages and communicating with followers on an ongoing basis.
- Deliver monthly reports with statistics and results for each account.
- Research and identify relevant content to share with followers.
- Apply style and format standards to ensure consistency across all platforms.
- Identify creative ways to engage both new and existing followers.
- Previous experience overseeing social media, volunteer programs or demonstrated employment history in a related position is preferred.

### **Education/Experience:**

- Minimum of one (1) year social media, public relations and/or marketing experience is required.
- Previous experience overseeing social media, volunteer programs or demonstrated employment history in a related position is preferred.

### **Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Ability to work varied hours including nights, weekends and holidays. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Knowledge, Skills and Other Abilities:**

- Must be able to read, write, speak and understand the English language.
- Excellent writing, communication, organizational, time management skills.
- Ability to maintain a professional, confidential work environment.
- Must demonstrate respect for all family lifestyles and cultural values.
- Ability to relate with children in a nurturing and respectful manner while maintaining appropriate boundaries with both children and families.
- Ability to cooperatively engage with a culturally diverse children and adult populations.

### **Physical Demands:**

Fine motor skills such as typing, the use of a computer mouse and telephone handset is required. This volunteer may occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.

### **Environmental Conditions:**

Must be willing and able to work in/with, but not limited to, underserved communities, variable weather conditions, irregular work hours, etc.

### **Organizational Background Information:**

*Kingdom Youth Network is dedicated to empowering underserved youth located in Delaware and Philadelphia county, PA through inclusive resources rooted in Christian principles, fostering personal growth, resilience, and positive community impact.*