



## **Social Media Manager**

### **Overview**

We are looking for a talented, Christian social media manager to administer our website and social media accounts. In addition to managing posts and responding to followers, you will be responsible for creating original text content, and will collaborate with staff and guest photo/videographers to create engaging visuals. You will consistently dream up new ways to broaden our reach and increase our audience engagement.

As a social media manager, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our organization's mission and goals creatively.

This is a volunteer position located in our Mae Sot, Thailand, field office. All interested candidates must be self-funded and commit to a minimum work contract of one year.

### **Responsibilities**

- Design, implement and regularly review social media strategy to align with organizational goals
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Monitor SEO and web traffic metrics
- Collaborate with field and international staff to ensure brand consistency
- Communicate with followers and respond to queries in a timely manner
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures, ads, landing pages, Twitter profile, etc)
- Collaborate with in-house fundraising team to design, create and implement online fundraising and awareness campaigns
- Stay up-to-date with current technologies and trends in social media, design tools and applications

## **Qualifications and Experience**

- College/university degree in marketing, communications or public relations preferable, but not required
- English native fluency
- Excellent communications and copywriting skills, including demonstrated creativity in social media realm
- Ability to deliver creative content (text, image and video)
- Working knowledge of SEO, keyword research and Google Analytics
- Familiarity with web design
- In-depth knowledge and understanding of social media platforms and their respective participants
- Solid understanding of North American charity culture, including donor motivations
- Ability to grasp complexities of social issues addressed by organization
- Commitment to following organizational child protection policy and international child protection guidelines and laws in all aspects of work life, especially with regard to external communications
- Humility and desire to learn from local Thai and Burmese cultures
- Proven ability to work both independently and as part of a cross-cultural team
- Self-motivation and attention to detail

Please fill out the interest form and upload your résumé, cover letter and work samples on our volunteer page. In the comments section, please include links to any social media profiles currently managed.