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## **POSITION DESCRIPTION - Volunteer Social Media Lead**

<b>Date:</b>	July 2023
<b>Industry:</b>	Not-for-profit
<b>Location:</b>	Global/Remote
<b>Employment Type:</b>	Part-time
<b>Reports to:</b>	Director of Marketing & Communications
<b>Website:</b>	<a href="http://umbrellaalliance.org">http://umbrellaalliance.org</a>

### **The Organisation**

A Social Media Lead, is responsible for collaborating with other marketing and operational professionals to develop successful social media campaigns. Duties include communicating with Content Creators, overseeing social media campaign schedules, and pulling KPI data to determine social media campaigns' success.

### **Social Media Lead Duties and Responsibilities**

A Social Media Lead has several duties and responsibilities associated with researching and creating informed campaigns that appeal to a specific target, including:

- Creating and managing the social media content calendar
- Monitoring all social media content
- Understanding KPI's and defining them specifically for social media
- Collaborating with designers or copywriters to provide attractive and informative campaigns
- Tracking the performance of the campaign
- Keeping up with technologies used in social media
- Using social media marketing tools
- Tracking customer engagement and SEO to optimise campaign content
- Establishing relationships/networks of industry professionals or influencers on social media

### **Experience**

- One or more years of experience as a Social Media Manager or similar role.
- Proficient in business posts on social media platforms - LinkedIn, Facebook, Instagram
- Understand SEO and web traffic data
- Understand social media KPIs
- Must be able to multitask
- Critical thinker and problem-solver
- Able to lead a team



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- Organised and self-motivated
  - Excellent time management
  - Comfortable at communication and building relationships

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**Website:** [umbrellaalliance.org](http://umbrellaalliance.org)

**Position Description:** <https://www.volunteermatch.org/search/org1235359.jsp>

**Read our Mission Vision & Values** - <https://www.umbrellaalliance.org/about>