

# Spirit of Harmony Foundation

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## Position Description

### Social Media Team

#### Objectives:

- Make social media a productive part of the marketing efforts of the Spirit of Harmony Foundation.
- Measure and document the impact of social media efforts, and make suggestions for improved effectiveness.
- Cultivate partnerships and relationships with other complementary organizations and businesses, as well as individuals (friends/followers/contacts), to increase the visibility and velocity of the Foundation

#### Position Description:

As a member of the Social Media Team, you will be given a specific social media account to manage for the Foundation, under the guidance of the Social Media Director. In your capacity as an official representative of the Foundation, it is important to be mindful of the Foundation's public image at all times, and ensure that questions and comments be handled professionally and in a positive manner.

#### Responsibilities:

- Daily management of a current profiles/page (Twitter, LinkedIn, YouTube, and Google Plus) as assigned
- Creation of new profiles/pages if required
- Writing and posting to your assigned social network: including creation of posts, videos, photo albums, etc.
- Finding users to follow/friend/like SOHF
- Tracking the growth and the impact of social media on SOHF and report findings to the team
- Replying to comments, messages, etc. and/or forwarding comments and messages to the Executive Director and/or Board Chairman as appropriate
- Consistently learn and grow, ask pertinent questions
- Ability to create and manipulate images and minor video editing skills are a plus
- Participate in Social Media Team conference call meetings as needed
- Working with other marketing team members as is required

Skills and attributes volunteers are expected to have:

- Knowledge of social media – Facebook, Twitter, LinkedIn, YouTube, etc.
- Excellent written and verbal communication, strong editing skills, tactful “public relations” mindset
- Be creative with an eye for design
- Knowledge of digital media software – image and/or video editing – is a plus

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- Knowledge of video editing software – iMovie, Final Cut, or Windows Live Movie Maker is a plus
- Energy, with a desire to come up with fresh ideas on how to grow our social networking efforts
- Experience proofreading and editing
- Ability to contribute individually, and participate in cross-functional teams

**Reports to:**

Social Media Director

**Time Commitment:**

3 - 6 hours per week, and additional time as required

**Qualifications:**

Volunteers are expected to have experience with social media on (at least) a personal level (use on a business level preferred). You should be able to execute strategically and see how social media fits into our marketing strategy, building long-lasting relationships by providing value to them. We've love for you to be able to assist in formulating social media plans (once ample information is provided to you), and then carry them out (with our assistance). You should also be able to measure and document the impact of social media, and then suggest action-steps to increase impact.

**Statement of Inclusiveness:**

The Spirit of Harmony Foundation is an Equal Opportunity organization. Volunteers are chosen on the basis of ability without regard to race, color, religion, sex, national origin, disability, marital status or sexual orientation, in accordance with federal and state law.

**Compensation:**

None. This is a volunteer position.