



Responsibilities:

- Assist with the design and execution of social media campaigns
- Attend communications committee meetings and support with execution of communications plan
- Contribute to weekly and monthly editorial calendars to promote SEEDS trainings, events, and campaigns on various social media websites
- Create and distribute content such as training and event promotion, educational material, and organizational highlights on social media
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Adhere to SEEDS design standards

Qualities:

- Independent worker
- Creative and innovative
- Flexible
- Collaborative
- Excellent written communication skills
- Sensitive to diverse lived experiences
- Sensitive to the impact of language on forces of power & privilege

Experience:

- Experience with the major social media platforms including Facebook, YouTube, Instagram, and LinkedIn
- Experience using and implementing Canva as a design software tool
- Knowledge of social media analytics software including Facebook Insights, Google Analytics to track audience engagement and campaign performance
- Knowledge of tools to schedule social media posts
- Awareness of national and local social movements/issues
- Ability to research and present information related to social movements/issues (ex: BLM, school-to-prison pipeline)
- BONUS: Experience with video editing software

Time commitment:

- ~5 hours of independent work/week
- Attendance at monthly Social Media Committee meetings (time TBD)
- 1 hour meeting with Programs Coordinator/week
- Minimum 3 month commitment

Compensation:

- Volunteer position may be compensated with reduced cost/no cost attendance to some SEEDS trainings, as determined collaboratively by volunteer and SEEDS staff.
- This compensation arrangement is valid through the duration of the volunteer tenure.