



**SouthEast
Seattle
Senior
Center**

Vibrant Diverse Caring

Position: Social Media Volunteer

Position Description: Social Media Volunteer works closely with Fundraising and Marketing Committee to create engaging content for SESSC's social media presence, including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with audiences.

Reports to: Tais Assem, Volunteer Coordinator, tais@sessc.org

Responsibilities:

- Help create and maintain a social media plan
- Use social media to promote the activities and achievements of SESSC
- Encouraging others to comment on our posts and share them with others
- Ensure that communication reaches a wide range of local stakeholders and diverse audience
- Develop and manage fresh content for our website and social media, such as Facebook & Instagram
- Select relevant channels to reach our diverse audience and research new channels
- Take part in monthly teleconference meetings with committee members
- Track the effectiveness of our social media work and recommend ways forward with the support of the Fundraising and Marketing Committee Chair
- Test content and review its impact
- Keeping up to date with SESSC events and news, and choosing what to promote through our social media feeds
- Visiting our projects and attend our events with a view to writing articles about them

Relevant Skills, Competencies and Experience:

- Experience using Microsoft Office
- Experience using social media. Don't worry! Training is a big part of this role.
- Ability to transform small snippets of information into interesting and engaging stories suitable for social media
- The ability to work equally well in a team and unsupervised
- Graphic design experience preferred, but definitely not required!

Benefits:

- Increase your confidence and gain new skills including on-going development and training
- Social media development skills
- Data handling skills
- Development of communication skills
- PR and marketing experience
- Use your skills and experience to contribute to the success of SESSC
- References to add to your resume
- Be part of a team of volunteers and meet new people