

## **Social Media Campaign Strategy Volunteer**

Are you obsessed with finding and sharing stories online? Do your friends look to you on Facebook and Twitter for the latest trends, ideas, and online memes? Do you count your animal friends to be some of the best friends that you have? If so, a social media volunteer position with BirchBark Foundation may be the one for you!

BirchBark Foundation is a not-for-profit charitable organization, whose mission is to enhance and support animal health and well being by providing access to financial and educational resources for pet owners and the community. BirchBark is the first of its kind in Central Coast region with no other organizations that are singularly dedicated to saving the lives of pets that are already in loving homes, but whose families cannot pay for all or part of the care they need to survive.

BirchBark Foundation has several fundraising campaigns and pet health education projects throughout the year and needs a savvy social media volunteer to help raise public awareness. We seek a talented person who is knowledgeable in online communication, a master of Instagram, Twitter, FaceBook and Buffer, isn't afraid to tackle big projects, and can work independently.

Our ideal candidate is someone who loves, loves, loves pets and is obsessed with social media. You are also creative and thoughtful when interacting with online communities and building relationships.

### **What You Will Do:**

- Create a long term social media plan and marketing calendar.
- Build relationships with our online community by maintaining Facebook, Twitter, Instagram, and other media accounts.
- Track social media analytics using Buffer and other software, and report results and new ideas to our team.
- Create compelling content that will be shared by social media influencers.
- Create feedback and viral loops between our Facebook Page, Twitter, and Instagram accounts.

### **Some qualities you should possess:**

- Strong communication skills.
- Proficient in Social Media networks.
- Background in Marketing, Communications, graphic design, or other related discipline.
- Organized, with an ability to prioritize time-sensitive assignments.
- Creativity and Flexibility.
- Familiarity with Photoshop and/or other graphics software.
- Interest in animal welfare, pet health education, and generally socially conscious individual

**To apply please submit your application to Brooke Newman at [brooke@birchbarkfoundation.org](mailto:brooke@birchbarkfoundation.org)**