



Social Media Volunteer

Job Description

Position Description Summary:

The Social Media Volunteer will support the mission and vision of Won By One To Jamaica by creating engaging content for Won By One To Jamaica's social media platforms. The Social Media Volunteer will assist in updating social media accounts and ensure content is brand-focused and accurately represents the initiatives and mission of Won By One To Jamaica. The Social Media Volunteer will work in collaboration with Won By One To Jamaica's Marketing Team.

Position Qualifications and Requirements:

- Proficiency in using social media platforms such as Instagram and Facebook to reach an audience
- Excellent writing and communication skills
- Ability to transform information into interesting and engaging stories and posts for social media platforms such as Instagram and Facebook
- Ability to work as part of a team as well as independently
- Ability to follow through on commitments and designated responsibilities

Authority and Accountability:

The Social Media Volunteer is selected by the Marketing Team and is delegated sufficient authority to accomplish the duties, responsibilities, goals, and objectives that have been established for the functional position of Social Media Volunteer.

The individual occupying the functional position of Social Media Volunteer shall be accountable to the Trip Coordinator and U.S. Development Coordinator.

Essential Duties and Responsibilities:

- Use social media to promote the activities and events of Won By One To Jamaica
- Develop content for Won By One To Jamaica's social media platforms such as Instagram and Facebook
- Assist in creating and maintaining an ongoing social media plan
- Like and reply to comments and direct messages received to Won By One To Jamaica's Facebook and Instagram accounts
- Track the effectiveness of Won By One To Jamaica's social media initiatives
- Attend and participate in monthly, virtual marketing planning meetings with Marketing Team
- Adhere to Won By One To Jamaica's policies, volunteer guidelines, and mission statement
- Carry out assigned tasks in a timely manner
- Complete other assignments or projects related to the role, as determined by the Marketing Team