



Volunteer Social Media Marketers

Summary: The OMHS is looking for social media marketers to assist us in meeting our online marketing needs. Social Media Marketing volunteers do not necessarily have to have an educational background or work experience in anything related to social media, but a strong interest and proven talent are key requirements of this role.

All interested applicants must share links to your social media accounts for reference. Instagram and Facebook links are a requirement, but you are also welcomed to share links to your YouTube, Twitter or Tiktok etc. if you have them. Your social media accounts will serve as a portfolio for your application, demonstrating your passion, creativity and experience in creating social media content.

Essential Duties and Responsibilities

- Creation of videos, photos, and content for social media.
- Assisting with other marketing and promotional events
- Oversee the creation of content aligned to brand standards
- Develop and deliver social media optimization (ROI)
- Create effective influencer strategies to acquire target audiences for our clients
- Monitor social media sites for relevant trending topics and news.
- Maintain appropriate project records, databases and information; reports to management and others on project status and updates
- Participate fully as a member of the team, support a positive work environment that promotes service to the business, quality, innovation and teamwork and ensure timely communication of issues/points of interest

Requirements

- A passion for social media, staying up to date on emerging trends and understanding how social media platforms work
- Analytical skills – able to evaluate research results and leverage facts to support POVs and recommendations.
- A creative thinker and problem solver with strong business acumen and exceptional communication skills
- Self-motivated, driven, strong collaborator, excellent written and verbal skills.
- Photo and video shooting skills
- Strong interpersonal skills with exceptional verbal communication skills.
- Organized, has excellent time management
- Ability to multitask and work as part of a team
- Well-versed in social media, digital marketing best practices



- Experience developing creative, fun, and engaging content for platforms such as Facebook, Instagram, Twitter, TikTok, and LinkedIn.
- Ability to successfully organize, prioritize, and manage multiple projects under strict deadlines.

Training & Supervision

- Attends general volunteer orientation
- Completes online training modules to better understand the needs of the animals at the OMHS
- We ask that you commit to at least one 2 hour shift each week on a scheduled basis.
- Must commit to a minimum of 6 months in the role.

Social Media Marketer Volunteer Benefits

- Free parking if needed.
- Ability to work from home depending on each project's requirements.

We can't do it without you! Thank you for being part of our team.

