



**FUELED BY PEOPLE POWER**

## **Social Media Manger**

*Seeking a social media savvy consultant who understands Instagram, Facebook, Twitter and TikTok and can help take Can'd Aid's social media presence to the next level.*

Can'd Aid is a nationally recognized nonprofit that rallies volunteers from all walks of life to build thriving communities. Through our unique integrated approach, we distribute water, provide access and opportunities for underserved youth to experience music, arts and the outdoors; and protect and restore the environment. Fueled by people power and in direct response to evolving community needs, our programs create transformational impact.

### Responsibilities:

- Help develop a social media plan and strategy for the organization
- Assess current projects, corporate partnerships and volunteer efforts and determine how best to tell Can'd Aid's story
- Curate social media ambassador partnerships (ie Instagram takeover, cross-promotion on another account, etc.)
- Develop a communications calendar for ambassadors to share/discuss Can'd Aid on their pages (sample content, photos, schedule)
- Develop internal communications calendar for all CA posts
- Provide monthly social media recaps ie. top facebook post: # likes, # impressions, # shares, most engagement)

### Goals:

- Increase followers by 10% across all platforms
  - 50+ new followers a month
- Increase engagement by 15% monthly

\*20 hrs./month. Pay rate is negotiable based on experience.