



## Social Media Coordinator

### Organization

A Family for Every Orphan is a Seattle, WA based 501(c3) non-profit organization whose mission is to help orphans find loving Christian families in their home countries. Our vision is a world without orphans. See: [www.afamilyforeveryorphan.org](http://www.afamilyforeveryorphan.org).

**Position Type\*:** volunteer

**Hours:** 4-6/week

**Location:** telecommute

**Deadline:** 10/31/17

\*Candidates interested in an internship may also be considered. Please indicate when applying.

### Summary of Role

The Social Media Coordinator will be responsible for managing social media communications, and will report to the Chief Operations Officer.

Due to the recent growth of this organization, the role is expected to be evaluated after 6 months. It could become a long-term arrangement if agreed on by both parties.

### Description of Duties

- Social media management- includes regular posts (Facebook 5-6x/wk; Twitter 1x/day; Instagram 1-3x/wk) and special campaigns
- Develop social media growth plan that includes Facebook, Twitter, Instagram and other social media platforms as determined by the executive staff
- Develop tracking and analysis strategies for social media to show growth, engagement and financial response
- If interested- special writing/editorial projects and email marketing as assigned by executive staff (i.e. blog posts, Annual Report)

### Responsibilities

- Provide effective and inspiring leadership, as well as stewardship, of AFFEO by being actively involved in social media communications
- Implement and lead a continuous quality improvement process throughout the social media/communications arena, focusing on systems/process improvement.
- Stay up to date on AFFEO email traffic

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### **Responsibilities (continued)**

- Respond to emails from staff within 3 business days unless prior arrangements have been made with the COO for periods of travel, etc.
- Attend regular (approx. 1x/month) staff calls via Skype with the AFFEO operations team
- Attend quarterly board meetings via Skype. These are generally held at 6pm PST in January, April and July
- Attend annual AFFEO board meeting held in the US at the end of October, as determined by supervisor (this expense will be covered by AFFEO)
- Work with Chief Operations Officer and Operations Specialist on strategizing fundraising, development, and any other AFFEO plans involving social media communications
- Participate as a member of the Social Media Marketing committee

### **Qualifications**

- At least 2 years of professional experience
- Solid educational background including an undergraduate degree or working towards completion
- Demonstrated excellence in organizational, managerial, and communication skills
- Strong writing skills. This position requires an ability to express the “voice” of the organization while often working from materials that may be translated from other languages. Must be able to frame messaging in culturally sensitive and politically appropriate manner.
- Strong relationship builder and communicator with experience in research and writing, assisting to develop an organization-wide strategy for communications excellence, engaging constituents, and partnering with staff and board of directors
- Demonstrates integrity, strives for excellence in her/his work, and has experience of leading others to new levels of effectiveness and programmatic impact
- Passionate about AFFEO’s mission and able to promote and communicate the philosophy, mission and values of AFFEO

### **Additional Info**

A Family for Every Orphan social media accounts:

- Facebook: /afamilyforeveryorphan
- Twitter: /fam4everyorphan
- Instagram: @afamforeveryorphan

### **To Apply**

Send cover letter and resume to [resources@afamilyforeveryorphan.org](mailto:resources@afamilyforeveryorphan.org) by 10/31/2017.