

## **Social Media Manager**

### **Job Description**

Educating the public about the Friends of Sleeping Bear Dunes, our mission, our projects, and opportunities to help us is critical to our success. The Social Media Manager produces fresh content for the Friends Facebook account and other social media platforms.

The duties of the Social Media Manager include:

- Work with the board of directors to develop a comprehensive social media program. What social media platforms should we be using? What frequency should we be posting? How is success measured?
- Determine how we should interact with SLBE social media program? How can our platform leverage SLBE's program?
- Work with the board of directors to identify and prioritize stories and messages to be communicated to the public.
- Work with project managers and program coordinators to publicize their projects and needs for volunteers or funding.
- Work with Fund Development to support fundraising campaigns

### **Required Experience**

Communication skills  
Internet and database skills  
MS Office skills  
Facebook experience  
Other Social Media platforms

### **Required Training**

NMC and Northsky Non-Profits offer some classes on use of social media  
Training will be done by Friends of Sleeping Bear Dunes

### **Time Commitment**

Approximately 16 hours per week.