

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 reports to the Public Relations Director and produces fresh content for the Friends Facebook and Instagram accounts 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
Instagram 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.