

Social Media Manager

Job Description

The Social Media Manager reports to the Communications Director and produces fresh content for the Friends social media accounts including Facebook, Instagram, YouTube, and other social media platforms. The broad goals are to (1) inform people about Friends activities, (2) encourage people to become Friends members by volunteering their time or making donations, and (3) create a positive reputation for the Friends.

The duties of the Social Media Manager include:

- Work with the Communications Team to develop a comprehensive social media calendar.
- Identify which social media platforms the Friends should be using, with what frequency the organization should post, and how success is measured.
- Work closely with the National Lakeshore social media staff to determine how the Friends should support and leverage their activities.
- Work with various Friends stakeholders 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 communications about 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 7 hours per week.

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