



Volunteer Social Media Manager Job Description

Volunteer as a Social Media Manager and help keep the LWHRA HR community up-to date and connected.

Time Commitment: 5-6 hours a month

Dates of Service: Minimum of 6 months

We are seeking a volunteer Social Media Manager for the LWHRA Marketing and Communications Committee to keep the LWHRA community updated on Current/relevant HR information and events.

During a regular week, you will promote the newsletter and other requested content by scheduling/posting social media posts 4-7 days a week on our platforms Facebook, Twitter and LinkedInGroup.

All the tasks are remote and can be done from anywhere with your computer.

The Marketing and Communications Committee will meet remotely once a month. Our Committee also likes to meet in person quarterly, and we will work with your schedule.

Benefits:

- Become visible in your local HR community
- Showcase your marketing and creative talents
- Network with other HR professionals
- Stay updated with current events in the HR community
- A great opportunity to move into leadership roles within the Chapter
- Participate in LWHRA's Volunteer Recognition Event

Position Responsibilities:

- Provide social media posting assistance to the LWHRA Marketing and Communications (MarCom) Committee in posting all upcoming events and articles on Facebook, LinkedIn, and Twitter
- Prepare social media posts highlighting LWHRA newsletter, LWHRA partner events, volunteer opportunities and more
- Grow social media base of followers by following best practices in social media
- Create and maintain social media content calendar in conjunction with the marketing calendar
- Work closely with LWHRA MarCom Chair and MarCom Editor to promote LWHRA content
- Use Basecamp to communicate and coordinate posts with the Communications team
- Work with the LWHRA Symposium Committee to market the Symposium on social media
- Other tasks as requested by the LWHRA MarCom Chair

Qualifications:

- Hands-on experience with LinkedIn, Facebook, Twitter with a good understanding of how to leverage these tools to build greater visibility for an organization
- Must be creative and have an interest in building online communities by helping other people
- Excellent written communication skills

Application Process:

If you are interested in this position, please sign up through our [Volunteer Interest Form](#). If you have any questions, email MarCom Co-Chair Laura Lohiniva-Hart at l.hart@outlook.com.