



Job Title: Social Media & Web-Based Marketing Volunteer (AmeriCorps), Dunebrook

Description:

The Social Media & Web-Based Marketing Volunteer (AmeriCorps) is responsible for assisting, maintaining, and helping to recruit new volunteers via the agency's social networking (i.e., website, social technology, and e-newsletter) to positively market the agency.

Basic Responsibilities:

- Create a comprehensive social media strategy to increase visibility and volunteer recruitment
- Monitor trends in social media tools and applications and appropriately apply that knowledge to increasing the use of social media at Dunebrook.
- Strategize with and educate the management team on incorporating social media techniques into all of the agencies services
- Participate in social media on Dunebrook's behalf.
- Develops and maintains positive relationships with individuals, service groups, schools, churches, etc. that may provide volunteers/interns
- Discretion to identify threats and opportunities in user generated content
- Maintain appropriate data bases and volunteer/prospect records.
- Participates in developing and planning how the website and social media is used.
- Creates communications for website and e-newsletter; and content for feeds and status updates in various social media sites.
- Works collaboratively to promote positive public relations and marketing in cooperation with Development Director and Executive Director
- Know and understand the mission, vision and belief statements of Dunebrook.
- Other duties as assigned.

Education and/or Experience

- Some college preferred;
- High school diploma or GED required;
- Expertise in Communications, Development, Marketing, Social Media or related field strongly preferred.

Knowledge, Skills and Abilities

- Ability to write routine reports and correspondence;
- Ability to speak effectively before groups and individuals;
- Ability to effectively listen to and accurately communicate what is heard;
- Ability to inspire confidence and relate well with people from a variety of ages or economic and social backgrounds
- Outstanding organizational skills;
- Basic mathematical and reasoning skills;
- Possess functional knowledge or some experience with HTML/CSS
- Proficient in Microsoft Office ® programs, and in Volunteer/Gift Works database program;
- Ability to navigate and understand social media (e.g., Facebook, Twitter, LinkedIn, YouTube, www.dunebrook.org, etc.)
- Personal integrity and discretion;
- Ability to maintain confidentiality.
- Good public relations and speaking/presentation skills
- Ability and temperament to work as part of a team

Physical Demands and Working Conditions

- Viewing computer terminal, perceiving and transcribing data with accuracy and keyboarding fill much of the day in an office environment.
- Communication with telephone callers and associates requires an ability to express oneself as well as perceive and exchange ideas.
- Traveling
- Manipulating packages up to 50 pounds in order to receive, distribute, store and/or organize purchases, donations, or files. Storage frequently involves ascending or descending stairs, kneeling, and reaching.
- Participation in event management may include walking long distances, and exerting force up to 50 pounds to lift and move objects.

Dunebrook – Prevent Child Abuse LaPorte County is an equal opportunity employer and does not discriminate in the recruitment, selection, employment, training, promotion, or transfer of qualified personnel, or in the administration of personnel practices based upon age, sex, race, ethnicity, nationality, disability, or religion.

The job description focuses on the essential functions of the position. Other duties may be assigned from time to time. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Employees are required to pass a criminal background check on an annual basis and hold a valid driver’s license and auto insurance.

Volunteer Signature: _____ Date: _____

Supervisor’s Signature: _____ Date: _____

Executive Director Signature: _____ Date: _____