



Mentoring Brother 2 Brother

To inspire and empower at-risk African American male youth from single female headed households

SOCIAL MEDIA VOLUNTEER

POSITION SUMMARY:

The ideal candidate will be passionate about making a positive impact in the lives of at risk African American male youth and possess strong skills in social media management and content creation. We are seeking a dedicated and creative individual to join Mentoring Brother 2 Brother, a 501(c)(3) non-profit, as a Social Media Volunteer.

The Social Media Volunteer will manage posting to highlight all program areas on social media for Mentoring Brother 2 Brother while exploring additional and emerging platforms. The Social Media Volunteer will post and moderate comments on Facebook, Instagram, LinkedIn and X. This role will create content and collect stories from team members to raise awareness, inspire, educate and prompt action to best serve at risk African American male youth. Time commitment: 5 hours per month.

RESPONSIBILITIES:

- Create social media content (photos, videos, develop graphics, etc.) tailored to each platform
- Build calendars, post and/or schedule content approved by the President
- Monitor social media accounts for messages, comments and other updates. Respond to comments and messages in a timely and professional manner, under the direction of the President and team members
- Be present for key events, sharing updates in real-time
- Stay up-to-date on the ever-changing social media landscape and advise the President on best practices or changes that impact platforms
- Track analytics, interpret that data, and report the findings to the President
- Develop social media toolkits/asset folders to be used by Board Members, Parents and Mentors
- Attend meetings with the President and other team members as needed

QUALIFICATIONS:

- Social media and digital marketing experience
- Excellent written and oral communication skills
- Strong design skills and familiarity with design software (i.e. Constant Contact or Canva)
- Eagerness to learn and adapt to new technologies, tools, and processes
- Flexible working hours
- Creative vision to dream up campaigns and ideas to positively impact at risk African American male youth
- Boldness for building relationships and a passion to serve the community

Iron sharpens iron; so a man sharpens the countenance of his friend – Proverbs 27:17