



Social Media Team Member

Reports to: Communications & Marketing Coordinator and the Board of Directors

Position Overview: Meant 2B Loved Pet Rescue Society is seeking compassionate and detail-oriented Volunteer Social Media team members to support our efforts in one or more areas of our social media presence.

Key Responsibilities:

There are a variety of social media roles you could be responsible for including: animal adoption posts, courtesy posts, events posts, thank you posts, etc. Each role will have slightly different responsibilities, but the common responsibilities are:

- **Planning and executing social media strategies** Developing and implementing strategies to increase brand recognition, engage followers, and drive traffic to a website
- **Creating and publishing content** Creating and sharing content, such as text, images, and videos, to promote M2BL's mission
- **Interacting with audiences** Engaging with clients and prospective adopters by responding to comments and posts
- **Staying current** Keeping up with current social media trends and evaluating how the company can best participate
- **Collaborating with other volunteers**
- Working with other social media team members to ensure that social media efforts are aligned
- **Moderating content** Moderating user-generated content for appropriateness
- **Creating editorial calendars** Use the schedule option to pre-schedule posts whenever possible so other team members are aware of what content is being posted and when.

Qualifications:

- Excellent communication and interpersonal skills
- Readiness to learn and adapt to changes in the social media landscape
- Excellent multitasking skills
- Critical thinking and problem-solving skills
- Good time-management skills
- Basic knowledge of animal welfare and rescue practices.
- Excellent organizational skills and attention to detail.
- Ability to handle sensitive and emotional situations with empathy and professionalism.