

Social Media Volunteer

Summary:

Brooklyn Community Pride Center seeks a social media volunteer to implement social media initiatives. Remote working approximately four to six hours/week is possible. The successful candidate will have a strong interest in social media with experience in marketing, public relations, social media management, or community engagement.

This role requires that you will develop original content and suggest creative ways to engage our community and increase positive brand awareness. Primary social channels include Facebook, Twitter, Instagram, and You Tube.

The Brooklyn Community Pride Center is fast becoming Brooklyn's premier network of programs and services for the LGBT+ community and our allies. Across the spectrum from young people to elders, the Brooklyn Center enables our community to actively participate in positive, life-affirming activities. We offer a distinctive choice for residents of New York City's largest borough to celebrate, heal, learn, create, organize, relax, socialize, and play.

Responsibilities

- Create engaging text, images and other social media content.
- Coordinate with campaign volunteers, such as the 2020 Vision Campaign, and initiatives, such as the 2017 Community Leadership Awards and Gala, as needed.
- Design posts to sustain readers' curiosity and create buzz around programs, services, and special initiatives.
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness.
- Coordinate organizational postings coming from different sources such as staff and board.
- Respond to online conversations such as Twitter and Facebook.
- Monitor online reviews and comments to ensure alignment with current policies.
- Develop an optimal posting schedule, considering web traffic and community engagement metrics.
- Implement changes to social media accounts' layout as appropriate.
- Create and file social media graphic assets on DropBox.

Requirements

- Expertise in multiple social media platforms particularly Facebook, Twitter and You Tube.
- Ability to deliver creative content (text, image and manage videos).
- Familiarity with online marketing strategies and marketing channels.
- Ability to gasp future trends in digital technologies and act proactively.
- Excellent verbal, critical thinking, and problem solving skills.
- Ability to independently develop and implement programs while adhering to high standards of professional ethics.
- Knowledge of and commitment to lesbian, gay, bisexual and transgender issues, as well as the intersection of LGBT+ issues within communities of color, people with disabilities, and other disenfranchised groups.
- An ability to independently implement and execute against goals.

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- Ability to organize and manage multiple tasks and meet deadlines; exceptional time management.
- Computer literacy including proficiency in MS Office.

Compensation: This is an uncompensated position. Approximate weekly commitment is 4-6 hours/week.

Applications: E-mail cover letter and résumé to Floyd Rumohr, Executive Director, at frumohr@lgbtbrooklyn.org. Subject: Social Media Volunteer. No phone calls please.

Location: Remotely and Brooklyn, NY

*The Brooklyn Community Pride Center is an Equal Opportunity Employer.
Women, people of color and transgender people are encouraged to apply.*