

EMERADO VOLUNTEER FIRE DEPT.

Social Media Coordinator

The volunteer social media coordinator assists and manages in managing and growing their social media presence. This typically involves creating engaging content, managing social media accounts, responding to comments, and analyzing performance. This role requires strong communication skills and knowledge of different social media platforms.

Essential Functions of the Volunteer Social Media Coordinator

- **Content Creation:** Develop and execute social media campaigns, create engaging posts, and tailor content for different platforms and audiences.
- **Account Management:** Manage the organization's social media accounts, including Facebook, Instagram and X(Twitter).
- **Community Engagement:** Monitor comments and interact with the social media community, responding to questions and concerns.
- **Performance Analysis:** Use social media analytics tools to track the performance of campaigns and identify areas for improvement.
- **Staying Updated:** Keep up with social media trends and best practices to ensure the organization's social media presence is effective.
- **Collaboration:** Work with other volunteers or staff to develop and execute social media strategies.

Skills and Qualifications:

- **Strong Communication Skills**
 - Excellent written and verbal communication skills are essential for creating engaging content and interacting with the community.
- **Social Media Platform Knowledge:**
 - Familiarity with various social media platforms and their specific features.
- **Creativity:**
 - Ability to think outside the box when developing content and engaging with the online community.
- **Passion for the Role:**
 - A genuine interest in social media and the organization's mission.
- Must be at least 18 years of age.
- Must have a valid driver's license.
- High School Diploma or GED Certificate
- Must live within 20 minutes of the Emerado Fire Department
- Must pass a background check