

Social Media Manager (SMM).

The National Kitten Coalition is a nonprofit dedicated to the mission of increasing survival rates of kittens through education. Kittens are among the most-euthanized group of animals at shelters and rescues because staff and volunteers often do not have the knowledge they need to care for sick or underage kittens. We are a largely volunteer organization focused on providing education and training to all those caring for kittens or wanting to learn how.

The National Kitten Coalition is seeking a Social Media Manager (SMM) to engage the public in this mission through various social media platforms. This is a part-time, fully remote position of 20 hours per week.

The ideal candidate for this position will have significant knowledge of most social media platforms and experience as an administrator or manager using the platforms and their analytics. The SMM must have exceptional organizational and interpersonal skills. Candidates should be self-motivated to manage time and accomplish tasks meeting stated or self-imposed deadlines. Additionally, the SMM candidate should have excellent communications skills, written and verbal, and be able to work independently but also as a member of a team. Attention to detail and commitment to professionalism and excellence are essential.

Specific responsibilities include, but are not limited to:

- Creating a Social Media Calendar and Posting Plan/Strategy to sync with NKC activities. This includes coordinating daily, multi-platform social media posts and posting content with the goal of increasing The NKC 's social media presence (platforms, followers, etc.);
- Overseeing several volunteers who will assist in writing and posting on social media platforms and performing other related tasks as determined by the SMM;
- Monitoring traffic on all social media platforms and ensuring that comments/posts made by followers are responded to in a timely and appropriate manner;
- Encouraging engagement on platforms and follower interaction with other platforms and our website;
- Providing NKC leadership with basic social media analytics, and making recommendations for future actions based on analytics;
- Creating or undertaking other social media activities or projects in consultation with NKC staff or volunteers as needed or as opportunities present themselves.

To apply: Send cover letter, resume and salary requirement to: HR@KittenCoalition.org

Job posting open until July 5, 2021.

<https://kittencoalition.org/>

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