



The National Kitten Coalition

Job Title: Social Media Volunteer—Facebook

Duties & Responsibilities

- Collaborate on strategic planning for Facebook and social media strategy, as requested
- Manage planning for content and setting schedule posts for the National Kitten Coalition's Facebook channel
- Respond to, and triage messages via Facebook Messenger. Engage audiences using Messenger
- Moderate comments and answer follower questions for conferences, webinars and other events as requested
- Bring your unique perspective/voice to telling The National Kitten Coalition's story
- Identify and meet key performance indicators, create monthly reports on analytics
- Stay current on and apply Facebook organic posting "best-practices"
- Assist in identifying new audiences spreading information and opportunities that directly affect kitten caretaking communities

Time Requirement

3-5 hours per week for 3 months, with option to extend

Work Environment

Join the social media team at The National Kitten Coalition. We are 100% remote and work within the 4 time zones of the continental United States.

Skills & Qualifications:

- Must have internet access
- Must have access to Facebook via a personal account
- Must have previous content creation skills
- Work well within a team, as well as individually to achieve measurable engagement goals
- Must have experience with social media platforms
- Any advertising, marketing, video, communications experience a plus
- Experience with cause/nonprofit messaging a plus
- Copywriting experience or ability a plus
- Ability to adhere to style guide
- Experience with Canva, Loomly, Asana a plus
- Must be comfortable and confident in using technology and learning new platforms

Additional Tasks & Training:

- Will receive an organization orientation
- Will receive login and training on centralized posting dashboard (Loomly)
- Will participate in monthly team meetings
- Will receive support/coaching to foster professional development and creativity

Supervision & Support:

This position reports to the Social Media Manager within the Communications department.

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Increasing kitten survival rates and transforming their lives through the power of education

www.kittencoalition.org