



The National Kitten Coalition

Job Title: Social Media Volunteer - Instagram/Linktree

Duties & Responsibilities

- Work with Manager, Social Media to plan strategic content and schedule posts for the National Kitten Coalition's Instagram channel
- Contribute to social media communications strategy
- Stay current on and apply Instagram posting/tagging "best-practices"
- Assist in spreading information and opportunities that directly affect kitten caretaking communities
- Respond and triage messages via direct messages
- Moderate comments and answer follower questions
- Identify and meet key performance indicators
- Update Linktree as needed
- Bring your unique perspective/voice to telling the National Kitten Coalition's story

Time Requirement

2-5 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 previous experience with Instagram
- Must have content creation skills
- Desire to work within a team environment to achieve measurable engagement goals
- Copywriting experience or ability
- Ability to adhere to style guide
- Advertising, marketing, design, video, communications experience a plus
- Experience with cause/nonprofit messaging a plus
- Experience with Canva, Loomly, Asana, Linktree 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