

## Social Media Manager (Volunteer position)

*Position - Social Media Manager  
Job type - Volunteer, Remote work  
Reporting to - Managing Director  
Time commitment - 3 - 4 hours/week*

Green Karma is a not-for-profit organisation. We join the dots between food choices, health and the environment so that our society and the planet could heal and become healthier. We work with the schools, community, local government and food businesses to promote clean foods (WholeFoods Plant Based).

**Who we are looking for:** Someone who is passionate, diligent, and creative with great communication and marketing skills. You want to take on this role because you are either passionate about health and the environment and want to support an organization like us or you want to sharpen your skills and establish work experience in social media marketing.

**Position Summary:** The Social media manager will take in charge of our facebook and Instagram pages and will design marketing, and educational strategies for our organization.

### KEY RESPONSIBILITIES/OUTCOMES

- Design and implement social media strategy to align with our goals
- Generate, edit, publish and share engaging content twice in a week and monitor SEO and web traffic metrics
- Advice on improving our presence on SM to the Green Karma committee
- Organize/attend meeting when required in relation to SM and our promotional activities
- Other duties consistent with the position where required and/or requested by the board from time to time
- Collaborate with other teams, like marketing, sales and customer service to manage needs and our actions

- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Stay up-to-date with current technologies and trends in social media, design tools and applications

## **SELECTION CRITERIA**

### Essential

- Proven work experience as a Social media manager
- Hands on experience in content management
- Excellent copywriting skills
- Ability to deliver creative content (text, image and video)
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication skills
- Analytical and multitasking skills

### Desirable

- Passionate about health and the environment
- Understanding of the food security issues, public health and/ or broader environmental issues.

## **POLICIES AND WORKPLACE PRACTICES**

All Green Karma volunteers/staff are required to acquaint themselves with the organisation's policies and procedures and to abide by them at all times. It is expected that at all times, volunteers will:

- be respectful towards the organisation, colleagues, clients and the general public
- be cognisant with and uphold the objectives and philosophy of headspace
- act collaboratively with all colleagues
- act in a safe and responsible manner at all times
- Ensure client, staff and organisational confidentiality is maintained at all times.