



## **Social Media Officer** **(Volunteer Position)**

The Social Media Officer will take charge of our Facebook and Instagram pages and will design marketing, and educational strategies for our organisation.

### **About the role**

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

### **About you**

- Proven work experience as a Social media manager
- Hands-on experience in content management and copywriting
- Ability to deliver creative content (text, image and video)
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels and trends in social media
- Excellent communication, analytical and multitasking skills
- Understanding of food security issues, public health and/ or broader environmental issues.

**Before applying** for the position, please review our website to identify whether our mission aligns with your goals and interests.

**To apply**, please send your resume to [volunteermanager.greenkarma@gmail.com](mailto:volunteermanager.greenkarma@gmail.com) and briefly explain why you are interested in working with Green Karma.