

Social Media Assistant – Trans Unity Coalition (TUC)

Volunteer Position | Unpaid | Remote

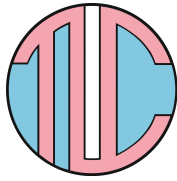
Role title: Social Media Assistant. May be referred to as SMA.

Primary Division: Social Media Team

Reports to: Current Executive Director (ED) or Social Media Manager (SMM)

Duration: Ongoing, indefinite

Great early experience for: Marketing assistant, communications coordinator, digital media specialist, customer engagement representative



Duties:

General Provision: The following duties are non-exhaustive. As such, additional needs may be incorporated as this role develops. All duties and responsibilities pertaining to the SMA role are subject to change at the discretion of the non-profit ED, but will be best kept in line with the essential needs of the social media team and its resources.

Platform list: TUC is seeking assistance with YouTube, Bluesky, X, Instagram, Facebook, Threads, Reddit, LinkedIn, and TikTok. Leadership will assign specific platforms to social media team volunteers based on platform-specific familiarity and prior experience. This may include multiple platforms for those who have cross-platform experience.

Social Media Monitoring: Monitors engagement and user activity among our social media platforms. Moderates comments/replies/tags. Ensure our tone brand is within permitted parameters and report trend patterns with our digital face.

Networking: Connects with other social media accounts of importance for the purpose of building collaboration opportunities and expanding our reach.

Training: May assist with light training of new SMA volunteers.

Time Expectation: SMA should expect up to approximately 5-10 volunteer hours per week.

Additional Terms:

Acting Authority: Under these stipulations, the ED has final say and decision-making authority over role changes and new assignments.

Role Flexibility: This volunteer role serves to further expand the social media team, as the collective team at TUC fleshes out various needs and duties during its development as an expanding non-profit organization.

This role also provides for role flexibility while acknowledging that due to TUC's many needs across several teams, the ED ultimately has final say regarding role need, direction, and decision-making. To accommodate this relationship, the ED aims to provide listening space for the purpose of learning how to improve this role.