

Social Media Manager – Trans Unity Coalition (TUC)

Volunteer Position | Unpaid | Remote

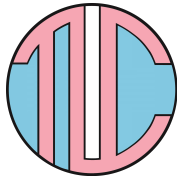
Role title: Social Media Manager. May be referred to as SMM.

Primary Division: Social Media Team

Reports to: Current Executive Director (ED)

Duration: Ongoing, indefinite

Great early experience for: Marketing Manager, Community Manager, Digital Campaign Manager



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 SMM 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. Additional platforms may be incorporated into TUC's social media model over time.

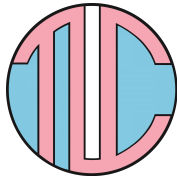
Team Management: Manages the duties of our social media assistants (SMAs) and acts as a stand-in for unmet tasks. Maintains communication between SMAs, and reports any needs or concerns to executive leadership.

Social Media Engagement: Generates posts to be published on our social media. Monitors engagement and user activity among our social media platforms. Moderates comments/replies/tags. Follow our style guide to ensure our tone brand is within permitted parameters and advise on new strategies based on trend patterns. Relay PR or interview requests to executive leadership.

Networking: Develops functional plans and assignments for the purpose of connecting with other social media accounts of importance for the purpose of building collaboration opportunities and expanding our reach.

Training: Will train new SMA volunteers.

Time Expectation: SMM should expect up to approximately 10-15 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.