

Position Title – Social Media Coordinator

Position Description (Summary)

Are you a fan of the Social Media Apps Instagram and Facebook. Would you like to help make better use of the platforms currently used by Montana Destination Imagination (MTDI) and offer guidance on new ways we can reach out to our community and supporters?

Position Description

Responsible for managing Facebook, Instagram, and other social media platforms. Works with the rest of the MTDI team to create engaging media related to Destination Imagination for our younger and older audiences.

Montana Destination Imagination is looking for a Social Media Coordinator to help plan, build, implement, and monitor the organization's social media strategy in order to increase brand awareness, improve marketing efforts and increase our visibility within the nonprofit sector. Although this is a virtual position, it is desirable that the Social Media Coordinator is able to help capture photos and videos of Destination Imagination events as content needs dictate. As a volunteer for MTDI the Social Media Coordinator will support the vision and the mission of the organization, and I will act responsibly and prudently.

Primary Duties

- Research audience preferences and discover current trends
- Create engaging text and image content for our Facebook, Instagram and Website accounts
- Design posts to sustain readers' curiosity and create buzz about our program
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Suggest new ways to attract prospective participants, volunteers, and donors.

Interest Area

- Social Media
- Children
- Creativity
- Organizational Development
- Interested in being a community leader
- Recognizes the power of youth-adult partnerships
- Willing and able to fulfill board member responsibilities

Location

Montana -preferably where Destination Imagination teams currently are or where there is a strong interest to develop the DI program

Date/Time Commitment

Year round. About 30 minutes per week year round.

Year round, will be responsible for creating and implementing a posting schedule to allow for maximum engagement. Ramp up in February and March around the tournament.

Age of Suitable Volunteers

21+

Required Skills/Qualifications (Training Requirements)

- Active and Creative on multiple Social Media Platforms
- Strong Editing capabilities to develop social media content that helps educate an online audience on the work of Destination Imagination.
- Good at decision making, Team player, and Able to work independently
- Strong communication skills with the ability to create and deliver creative content (text, image and video)
- Familiarity with online marketing strategies and marketing channels
- A Sharp Eye of Deciphering what is and what is not good content for social media platforms