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### **Volunteer Social Media Content Creator**

The social media manager will work with the communications director to effectively leverage the tool of social media (e.g. Facebook, twitter, google plus, Instagram, and youtube) to communicate upcoming events, praise sharing, and NLF news. They will work closely with other ministry leaders (as well as New Life CDC) to identify needs and wants to incorporate into their social media plan.

### **Responsibilities Include**

- Manage Social Media marketing campaigns and day-to-day activities including: posting content using content post schedule
- Become an advocate for the Company in Social Media spaces, engaging in dialogues and answering questions where appropriate.
- Monitor, listen and respond to users in a “Social” way while cultivating leads.
- Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, and blog).