



Best Friends Network Social Media Community Manager Volunteer Position Description

Reports to: Katie Pemberton, Sr. Specialist, Network Engagement and Content

Organizational Impact: *This position will help Best Friends Network expand its reach on social media, by allowing us to deepen our existing relationship with current social media followers and develop relationships with new followers. By fostering relationships with our audience, specifically those working in animal welfare, we can spread the word about proven strategies and the importance of data to help our partners reach no-kill.*

Position Function/Goals/Deadlines:

- Day-to-day community management (comment moderation) of Best Friends' Network social media channels (Facebook page, Facebook group, Instagram, and LinkedIn)

Time Commitment and Location of Work:

- Remote, 5-10 hours/week
- Looking for a mix of weekday and weekend hours, possibility to split schedule amongst volunteers
- Minimum of 6-month time commitment

Core responsibilities:

- Make participants in Best Friends Network social media channels feel welcomed and valued
- Engage audience in positive, thoughtful online conversations about the organization, our campaigns, animal welfare best practices, and network partner success stories
- Recognize and flag criticism and intense discussion on hot button posts for further discussion and response by Network team
- Alert Network team to creative, engaging content that could be shared among Best Friends Network's social media spaces (particularly Instagram Stories)
- Connect shelter and rescue staff and volunteers with helpful, relevant Best Friends Network resources
- Track and input hours worked into the Best Friends Volunteer Database

Qualifications/Requirements:

- Strong creative writing skills
- Demonstrated communication (verbal and written) and customer service skills
- Social media management experience preferred
- Ability to recognize potential hot button issues/situations and escalate appropriately
- Passionate interest and experience in animal welfare preferred, even in a volunteer capacity

To apply, please submit your resume or summary of relevant experience to nationalvolunteers@bestfriends.org.