



# Social Media Coordinator

## ROLE INFORMATION

**POSITION TYPE:**  Volunteer  Full Time  Part Time

**TEAM:** Communications & Awareness

**SUPERVISOR:** Director of Communications

**TIME COMMITMENT:** At least 2 hours per week

**IN-OFFICE/REMOTE:**  In-Office  Remote

## RESET180

Reset180 is a not-for-profit 501(c)(3) Christian organization in Northern Virginia whose mission is to **prevent** local human trafficking and commercial sexual exploitation, **disrupt** the related networks, and **restore** those who are impacted.

## GENERAL ROLE DESCRIPTION

Social Media Coordinator will promote, develop and maintain our online presence in order to maximize our impact and to promote Reset180 as widely as possible to the community.

## RESPONSIBILITIES

- Help create and maintain a social media plan
- Use social media to promote the activities and achievements of Reset180
- Use social media to spread awareness about human trafficking
- Keeping our social media channels updated on a frequent basis
- Encouraging others to comment on our posts and share them with others
- Develop and manage content for social media channels Facebook, Instagram, and Twitter
- Keep up to date with Reset180 events and news, and choosing what to promote through our social media feeds

## QUALIFICATIONS AND REQUIREMENTS

- Minimum 21 years of age
- Must be willing to use own cell phone, computer, and transportation
- Must download and use the Reset180 communication app
- Submit and pay for an online background check: currently \$18.50 (This is because we work with victims of crime, all our volunteers must go through a criminal background check)
- Sign mandatory volunteer forms
- Adhere to Reset180 policies and procedures outlined in the Volunteer Manual
- An understanding of different types of social media.
- Ability to transform small snippets of information into interesting and engaging stories suitable for Facebook, Instagram, Twitter and LinkedIn.
- An interest in, knowledge of or willingness to learn about human trafficking
- Desire to commit to approximately 2 hours per week ideally for a one-year period