



## **Social Media Content Creator**

### *Volunteering Position*

**6 Months Minimum Commitment**

#### **About us**

Back Into Daylight is a registered charity based in Navan, Co Meath. At Back Into Daylight we give a safe and loving forever home to farmed and domestic animals in need. We promote a vegan philosophy and encourage people to speak out against the use and abuse of animals in the farming industry. By sharing the stories of our residents with the public, we strive to show people the incredible beauty, serenity and individuality of other animals.

#### **About the role**

Driving audience growth and social media engagement is absolutely critical to the success of our sanctuary. The Social Media Content Creator will be responsible for idea generation, planning, creating and scheduling of content for Facebook, LinkedIn, Twitter and Instagram. The volunteer will also need to work closely with other team members to ensure the content is in line with the brand strategy, goals, objectives and social media guidelines.

<b>Work Days and Hours:</b>	minimum of 2 hours per week
<b>Minimum commitment:</b>	6 months
<b>Location:</b>	Work from home, occasional meetings with the team
<b>Full training provided:</b>	Yes
<b>Expenses covered:</b>	Yes, for work-related trips

## Responsibilities and Duties

- Creation of fresh and engaging social media content in line with the sanctuary's social media guidelines: minimum of 2 posts per week
- Planning and sequencing posts for upcoming 2 - 4 weeks to deliver improved audience engagement
- Proposing ongoing improvements to the brand strategy and social media guidelines

## Desired Experience and Qualities

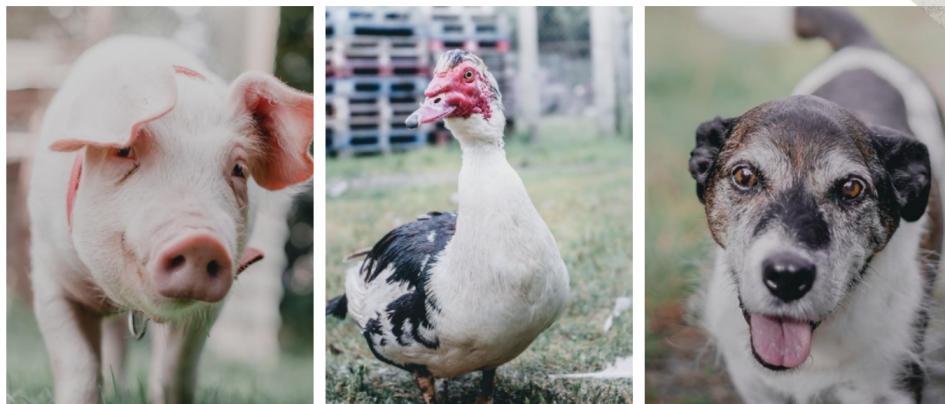
- Avid user of social media and knowledgeable of the core functionalities
- Good level of written and verbal English
- Experience using tools to create images and videos, such as Canva
- Experience using Google G Suite i.e. sheets, slides etc..
- Strong team working ethics
- Ability to work on their own initiative
- Friendly, reliable, well organised

## Key Metrics to Influence

- Page reach & likes
- Post views and engagement

## Contact and Applications

Please send your application to [backintodaylight@gmail.com](mailto:backintodaylight@gmail.com)



*Safe and loving home for animals in need*

Back Into Daylight Animal Sanctuary - Registered Charity N° 20204746