

# FIGT SOCIAL MEDIA MANAGER

- **This is a volunteer position.**
- **Be part of a fun and committed team of volunteers who are passionate about the well-being and experiences of cross-cultural individuals and their families.**

## About the job and FIGT

The FIGT Social Media Manager is responsible for planning, implementing, managing and monitoring FIGT's social media strategy in order to increase organization awareness, improve outreach efforts and engagement within our community. For that, we are looking for a self-motivated **Social Media Manager** who will be responsible for developing and implementing our Social Media strategy in order to increase our online presence by sharing FIGT's mission and goals. .

Families In Global Transition is a welcoming forum for globally mobile individuals, families, and those working with them. We promote cross-sector connections for sharing research and developing best practices that support the growth, success and well-being of people crossing cultures around the world. Thus our Social Media strategy needs to convey a clear message of Diversity, Equity and Inclusion.

## Responsibilities

- Scheduling approved content for all FIGT's social media channels, in line with agreed timings and accordance with previously discussed strategies established by Communications Directors.
- Writing social media posts for Facebook, Twitter, Instagram and LinkedIn accordingly to monthly plans and under the direction of Comms. Directors.
- Monitoring social media channels daily for comments, performance, issues and responding or flagging for response by Board members/Directors/ExCom.
- Ensuring all content is posted accurately and on time, correcting any issues promptly and effectively.
- Responding quickly to any last minute requests for additional posts or removals.
- Selecting appropriate content for sharing on social media platforms, including managing FIGT Content Library.
- Making recommendations on ongoing social media strategy.
- Reviewing video content created for Focus.
- Improving engagement, response times and overall performance by liaising with Social Analytics.
- Increases audience reach and engagement
- Stay up to date with latest social media best practices and technologies
- Use social media marketing tools such as Buffer and Later.

- Working closely with Video Editor, Graphics and Blog Editor to coordinate content production.

### **Daily Workload**

- Check all channels twice a day for comments, issues, responses

### **Every two weeks Workload**

- Schedules agreed content for social media using an agreed social media scheduling tool.

### **Monthly Workload**

- Liaise with Social Analytics to provide information and review monthly results and suggest improvements for engagement and outreach programs.
- Assist with researching content for FIGT - identification of original contributors, third party articles to share etc.
- Attend monthly Communications Team Meeting.

*Note: may be asked to attend weekly Communications Leaders' meeting on occasion*

### **Critical skills and experience**

- Excellent interpersonal communications skills.
- Excellent planning and project management skills.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram and other social media outlets.
- Experience using scheduling tools.
- Able to commit to checking FIGT social media daily - twice a day preferably.
- Knowledge and understanding of topics and issues relevant to FIGT Members, the globally mobile and those that serve them.
- Flexibility and clear understanding of our multicultural audience.
- Think conceptually and strategically while integrating a diverse and inclusive lens.

### **Reports to:**

FIGT Communications Directors.