



MUSLIM WOMEN'S ORGANIZATION

Position Description

Social Media Manager (Volunteer)

Position Summary

Our Communication and Social Media Manager must possess strong knowledge of the digital media landscape, including various social media platforms. They will be responsible for contributing to establishing an organization-wide communications strategy, monitoring and posting on social networks, engaging in online forums, participating in online outreach and promotion, optimizing our website and conducting keyword analysis.

Organization Overview

For the past decade, the Muslim Women's Organization (MWO) has provided opportunities for Muslim women to lead and make a difference in their own communities. We are committed to empowering our community by harnessing the leadership of women and ensuring they have the resources they need to create change in their areas of passion. We believe that if we provide leadership training, increase awareness about relevant issues, and nurture sisterhood in safe and welcoming spaces, the Muslim women of Central Florida will be more empowered and enjoy greater gender equity.

Inclusion and Teamwork

MWO is a small nonprofit with 1 full-time employee, 2 part-time staff members, a board of directors, and volunteer project managers. Volunteers and interns are not just observers in our organization, but an integral part of everything we do. We collaborate with one another in-person (on a limited basis during the pandemic) and online while abiding by a non-discrimination policy that ensures all those who support our mission are given opportunities to serve in an affirming sisterhood.

Responsibilities

- Manage and execute a comprehensive communications strategy that includes traditional media, digital media, web, and other creative content
- Oversee and track MWO content creation and brand development, covering organization-wide content needs (e.g., fact sheets, brochures, data visualizations) as well as campaign- or program-specific content items (e.g., media plans, social media)

- Manage day-to-day media outreach and follow-up, including developing relationships with reporters, pitching media outlets, responding to media inquiries, and monitoring justice-related news
- Identify and connect the appropriate MWO team members for any communications, public relations, or press requests; prepare and support MWO team members and guests for communications-related requests
- Liaise with and provide direction to strategic partner organizations whose work is tied to communications
- Develop and track quantitative and qualitative metrics associated with MWO's communications efforts
- Review and edit any external-facing printed materials (e.g., press releases, reports)
- Lead internal staff development on communications-related items (e.g., media training, communications orientation for new employees, etc.)
- Other communications support as needed

Qualifications

Requirements:

- Commitment to MWO's mission of empowering Muslim women
- High School or College student, College Graduate student and beyond
- Excellent oral and written communication skills
- Experience with facebook, Twitter, Instagram, and YouTube
- Proficiency in MS Office and Google Apps
- Self-motivated with the ability to work independently
- Personal qualities of initiative, organization, completion, reliability, flexibility, curiosity, energy and collaboration
- Availability to work an occasional evening and weekend as needed

Skills preferred, but not required (training provided if necessary):

- Graphic design and experience with Canva, Adobe Photoshop and/or InDesign
- Website editing experience, preferably with Squarespace preferred
- Photography and video editing experience a plus

Accessibility & Commitment

The Communications and Social Media Manager works directly with the Executive Director and is expected to have at least weekly check-ins. Whether online or in person, the staff and leadership team is available to clarify questions necessary to complete a project. The Executive Director hosts team meetings monthly to bring the team together to discuss goals and

accomplishments.

Hours expected: 2-4 hours a week. We are flexible about in-person meetings and allow volunteers and interns to do much of their work at home, especially during the COVID-19 pandemic.

Timeframe: 6 months

Compensation and benefits: This is an unpaid volunteer position.