

Scope of work:

1 Opportunity

## SOCIAL MEDIA COORDINATOR / COPYWRITER-

Reports to: Communications Director / Manager – Creative & Art Direction

The Social Media Coordinator/Copywriter assists in the development and implementation of our social media strategy to build our audience and brand awareness, improve our marketing efforts and increase funding opportunities.

### Why You'll Enjoy This Role


As our Social Media Coordinator, you will be responsible for developing and implementing our social media strategy to standardise and increase our online presence and improve our marketing and brand identity. Our work is our message and you will be charged with ensuring that our message is communicated as widely as possible in an honest and transparent manner in efforts to build the critical mass necessary for change.

### Key Responsibilities & Duties

- Conceptualize informative and appealing content;
- Manage and oversee social media content day-to-day and ensure brand consistency;
- Manage and oversee website content;
- Create and implement social media strategies;
- Ensure brand consistency in copy through tone, voice and terminology;
- Measure the success of every social media campaign;
- Create and implement a monthly content calendar which includes commemorative days;
- Stay up to date with latest social media best practices and technologies;
- Create actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, Instagram and YouTube;
- Ensure progress on all platforms by using analytical tools like Google Analytics and others
- Perform tasks that may be assigned from time to time by the Board of Directors.

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The Silver Lining Foundation (SLF) is a youth-led organisation that addresses bullying and violence within the framework of sexuality diversity. Through the Pillars of Support, Education and Advocacy, we have streamlined different initiatives to meet the needs of LGBTQ youth in Trinidad and Tobago and across the Caribbean. Our team has worked with individuals, organisations and donors across the globe to conduct pioneering research on bullying and violence in secondary schools, psychosocial peer support groups for LGBTQ youth and their families, mental health interventions and social outreach programmes for students and training programmes for school teachers and administrators where we've helped thousands of young people across the country.

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### Qualifications & Experience

- While volunteerism is open to all – including non-graduates – strategic knowledge of social media best practices will be considered.
- Knowledge of videography/production is also an asset;

### Desired Knowledge, Skills & Abilities

- Working knowledge of social media management, integration, use and analytics;
- Familiar knowledge of social media sites Facebook, Twitter, Instagram and YouTube;
- Knowledge of social media best practices;
- Proficient using multi-social posting programs such as Hootsuite;
- General knowledge of Search Engine Optimization and internet ranking for web content would be advantageous;
- Familiarity with web design and publishing;
- Ability to write clear, attractive copy with a distinct voice;
- Strong understanding of marketing strategy and how to effortlessly utilize these concepts throughout various forms of outreach;

### Equal Opportunity

The Silver Lining Foundation (SLF) is an equal opportunity organisation and prohibits discrimination and harassment of any kind: SLF is committed to the principle of equal employment opportunity for all employees, volunteers and applicants and to providing everyone with a work environment free of discrimination and harassment.

All decisions at SLF are based on organisational needs, job requirements and individual qualifications, without regard to race, colour, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, physical, mental or sensory disability, HIV Status, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status, family medical history or genetic information, family or parental status,

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or any other status protected by the laws or regulations in Trinidad and Tobago.  
SLF will not tolerate discrimination or harassment based on any of these characteristics.


The submission deadline is **Sunday, Jan 31st 2021** at 11:00 pm (GMT -4).

Apply online: <https://silverliningtt.com/volunteer>.

[Apply Online](https://silverliningtt.com/volunteer)

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