



GET TOBY HOME – ROLE: **SOCIAL MEDIA CONTENT SPECIALIST**

The Social Media Content Specialist will be responsible for drafting, sharing and managing content on GTH media outlets and managing Website as updates are needed.

MAIN RESPONSIBILITIES

- Create and maintain GTH social media pages and profiles
- Lead efforts to build and execute social media presence
- Generate, edit, publish and share content daily
- Moderate user-generated content and messages appropriately, based on GTH policies
- Develop and curate engaging content for social media platforms
- Assist in creation and editing of written, video and photo content
- Maintain unified brand voice across different social media channels
- Interact with users and respond to social media messages, inquiries and comments
- Support web design and content maintenance.

RECOMMENDED SKILLS & COMMITMENT

- Ability to volunteer a minimum of 5-10 hours a week
- Self starter, good problem-solver and highly self-motivated
- Have an active Facebook account
- Dedicated team player that enjoys working as part of a team
- Excellent communication and interpersonal relationship skills
- Strong written and verbal communication skills
- Ability to communicate recommendations with Board of Directors and provide regular updates
- Ability to build strong relationships with team members and within the community
- Highly organized and detailed oriented
- Strict adherence to client and team confidentiality
- Compassionate
- Located in State of Wisconsin
- Able to attend annual meeting
- Strong familiarity with business applications of social media platforms (Facebook, Instagram, Twitter , YouTube, etc.)
- Website page knowledge, training can be provided