



Social Media Volunteer
VOLUNTEER POSITION DESCRIPTION
YOUTH TUTORING PROGRAM at Burndale

BACKGROUND AND PROGRAM SCOPE

Every day, Neighborhood House works to end poverty in our communities. Since 1906, Neighborhood House has advanced our mission to partner with individuals and families to build community and increase access to housing, health, education, and economic opportunity. Our programs focus on early childhood education, youth development, employment and adult education, housing assistance, community health, and aging and disability services throughout King County, WA.

This volunteer position focuses on Neighborhood House's tutoring sites and serves students aged K-12th grade.

The Social Media Volunteer will work with Neighborhood House's Burndale tutoring site to increase digital / social media presence for the sites. Platforms used may include but are not limited to Instagram, TikTok, Facebook, YouTube, and Pinterest, as well as an established Neighborhood House blog.

NH Tutoring sites are establishing a social media presence to reach out to our kids and families outside of the physical center space. In addition, in the time of Covid-19 when we cannot see our clients in person, social media is an excellent way to keep in contact with them without it feeling like a chore to the youth. The role of Social Media Volunteer is to help facilitate this by posting updates about events, projects we are working on, and more!

RESPONSIBILITIES

Commit to at least 2-3 hours of volunteering a week via:

- Establishment of Neighborhood House Tutoring Centers Social Media Presence (Instagram, Tik Tok, Facebook, etc.)
- Work with Youth Engagement staff to find creative and fun ways to update social media pages with events, reminders, games, projects we are working on, etc.
- Gain followers for NH Tutoring sites
- Maintain a safe, respectful and engaging environment for youth and adults.
- Upkeep and update of already established NH Tutoring Site blog. Updates include: events, projects we are working on, 'spotlights', etc.
- Ability to create and keep boundaries between youth and families.
- Communicate clearly and consistently with Youth Engagement Staff about projects, posts and creations
- Willingness to come to Youth Engagement Staff for approval before any postings, projects and interaction online.

QUALIFICATIONS

- Strong understanding of advertising, social media, marketing technology
- Knowledge and experience in wide range of social media platforms.
- Translate best practice into relevant, practical, and effective outcomes.
- Knowledge/ experience in one or more of the following preferred: Photoshop, Canva, Photography/Video Editing, Illustrator, etc.
- Knowledge of basic computer coding/web design.
- High school degree or equivalent OR advanced mastering of above listed programs. (Must be able to demonstrate)
- If no experience in listed above, willingness to learn, practice and master.
- Ability to communicate clearly and professionally with NH staff.

- Must possess cultural sensitivity: Applicants must be aware that audience will be diverse in religion, national origin, ethnicity, immigration status, etc., and reflect that knowledge and sensitivity in their social media presence.

BENEFITS

- This is an excellent way to gain valuable digital media advertising work experience and skills while making an impact in low-income, immigrant and refugee communities.
- Have a public physical representation of your social media expertise.

LOCATION

Due to Covid-19, this position will be entirely remote.

APPLYING

Anyone interested in volunteering for this position should complete our [Volunteer Inquiry Form](#) so that we can learn more about you.

For questions about this, or any other Neighborhood House volunteer positions, contact Neighborhood House Volunteer Services at nhvolunteers@nhwa.org.