



Social Media Coordinator

We are looking for a Social Media Coordinator for Facebook, Twitter, LinkedIn, and Instagram to join our team. You will be responsible for implementing our social media strategy in order to increase our web traffic and our brand awareness. If you have the passion and would like to join our team in mainstreaming sustainable travel through education, we'd be happy to have you on board. We are willing to train the right candidate for this position. General knowledge of social media platforms will be an added bonus.

Responsibilities

- Implement a cohesive social media strategy on Facebook, Twitter, LinkedIn and Instagram
- Work closely with our Managers and Content Creation Team to share high-quality content for social media platforms
- Create content and graphics for our social media campaign
- Post and schedule content, repurpose content from LinkedIn and digital media (guidelines will be provided)
- Research and report to Manager sustainable travel content, new social media trends and hashtags
- Facilitate community engagement (respond to queries and comments on our social media) Assist in preparing monthly reports on web traffic and measure KPIs
- Analyze and report on data in order to suggest effective solutions for content optimization

Requirements

- Ability to spend at least 2 hours a week on social channels and posting pre-approved content
- Personally uses one or all (Facebook, Twitter, Instagram, LinkedIn)
- Comfortable with learning Slack, Google Docs, and Gmail
- Able to communicate and follow approval process to meet deadline and schedule
- Strong editing and writing skills

Time Commitment

The Social Media Coordinator is expected to commit 2-4 hours per week executing and researching on our social media channels.

This is an unpaid position. RISE Travel Institute is a 501(c)3 run entirely by volunteers who are dedicated to inspire young travelers to create positive social, economic and environmental impact on travel destinations. If you're interested in this position, please apply online using this [form](#). Enquiries about other volunteer opportunities can be sent to info@risetravelinstitute.org