



+959964512890
www.burmesorchid.org
hr@hr.burmesorchid.org
Yangon, Republic of the Union of Myanmar

Classification Date : 31 Oct 2024
Job Description Code : #ER0011

Job Title :

Social Media Administrator

Level :
Rank :
Department : **Department of External Relations Department**
Reports to :
Supervises : -
Clearance Required :

Organisational Setting and Work Relationships

A **Social Media Administrator** at Burmese Orchid, a dynamic youth-led environmental organisation, plays a crucial role in managing the organisation's social media presence. This position involves collaborating with the communications and marketing teams to create and implement effective social media strategies. The Administrator is responsible for creating engaging content, managing social media channels, and monitoring online conversations. By effectively utilising social media platforms, the Administrator helps to increase brand awareness, engage with the target audience, and drive online traffic to the organisation's website.

Duties

As a Social Media Administrator at Burmese Orchid, your primary duties will include:

1. Social Media Strategy:

- Developing and implementing a comprehensive social media strategy aligned with the organisation's goals.
- Identifying key performance indicators (KPIs) to measure the effectiveness of social media efforts.

2. Content Creation:

- Curating relevant content from other sources to share with the audience.
- Creating engaging content, including text, images, and videos, to share on social media platforms.

3. Community Management:

- Engaging with the target audience through comments, messages, and direct interactions.
- Building and maintaining a strong online community.
- Monitoring social media conversations and responding to inquiries and feedback.

4. Platform Management:

- Managing multiple social media platforms, including Facebook, Instagram, Twitter, and LinkedIn.
- Optimising social media profiles and pages.
- Scheduling and publishing content using social media management tools.

5. Social Media Analytics:

- Tracking social media metrics, such as engagement, reach, and click-through rates.
- Analysing data to identify trends and opportunities for improvement.
- Using analytics tools to measure the impact of social media campaigns.

6. Crisis Communication:

- Responding to online crises and managing negative feedback.
- Developing crisis communication plans to address potential issues.

Compensation & Benefits

- Volunteers have their rights as prescribed in the Constitution of Burmese Orchid.
- Volunteers may claim an allowance if it's deemed necessary and approved by the Treasurer.
- Volunteers may enjoy the benefits & privileges of Burmese Orchid Membership Benefits while in their service.
- Volunteers may receive an appreciation certificate only after completing three months of service.
- Candidates may request a letter of recommendation only after serving for at least four months.
- Decorations, awards, and badges may be awarded based on work performance.

Competency Requirements

To excel in this role, a Social Media Administrator in Burmese Orchid should possess the following competencies:

Social Media Expertise:

- Strong understanding of various social media platforms and their algorithms.

Content Creation:

- Ability to create engaging and relevant content, including text, images, and videos.

Digital Marketing Skills:

- Knowledge of digital marketing principles, including SEO and social media marketing.

Analytical Skills:



- Ability to analyse social media metrics and draw insights to improve future strategies.

Interpersonal Skills

- Teamwork: Ability to work collaboratively with a diverse team.
- Communication: Effective communication skills to engage with the target audience and respond to comments and messages.
- Crisis Communication: The ability to respond to online crises and manage negative feedback.
- Creativity: A creative mindset to develop innovative social media campaigns.
- Time Management Skills: Strong time management skills to manage multiple social media platforms and deadlines.

Personal Qualities

- Passion for Environmental Conservation: A genuine interest in environmental issues.
- Initiative: Self-motivated and able to work independently.
- Adaptability: Ability to adapt to changing social media trends and platforms.
- Curiosity: A curious mind and a desire to learn.

