



CARIBBEAN *Collaborative*

ROLE DESCRIPTION: SOCIAL MEDIA COORDINATOR VOLUNTEER

Organisation Overview: Caribbean Collaborative is an organisation committed to supporting, enabling and celebrating volunteering, corporate social engagement and philanthropy in the Caribbean. We are looking to grow our team of volunteers and deepen our impact in the community.

Our mission is to inspire and encourage citizen engagement, cultivating a vibrant community of proactive individuals ready to make a positive impact in their Caribbean communities and beyond. We do this through volunteer matching, a volunteer newsletter, workshops, social media groups and community engagement.

Read more about us on our [website](#), [Instagram](#) and Facebook.

Role: Social Media Volunteer

Duration: 6 months, with the goal of extending.

Location: Remote/virtual (Caribbean-based preferred)

ROLE AND RESPONSIBILITIES:

As a Social Media Volunteer for Caribbean Collaborative, you will play a pivotal role in managing our digital presence on various platforms, including Facebook, Instagram, TikTok, and LinkedIn.

Working collaboratively with our Community Manager and Director, you will help raise awareness about our initiatives, engage with our audience, and

foster a sense of community among volunteers and contributors throughout the Caribbean.

Your responsibilities will include but not be limited to:

1. **Content Creation:** Develop compelling and engaging content for social media platforms, including posts, stories, videos, and other multimedia materials that align with Caribbean Collaborative's mission and values. There are brand guidelines and templates available already, so you don't need to start from scratch. You will develop a content plan with the team.
2. **Social Media Management:** Regularly update and maintain our social media channels, ensuring a consistent and active online presence. Monitor and respond to comments, messages, and interactions promptly.
3. **Community Engagement:** Foster meaningful connections with our audience by engaging in conversations, participating in relevant groups, and encouraging discussions on various social media platforms.
4. **Analytics and Reporting:** Track social media metrics and performance using available analytics tools, preparing periodic reports to evaluate the effectiveness of our digital strategies.
5. **Stay Updated:** Stay informed about social media trends, platform updates, and industry best practices, suggesting innovative ideas to enhance our online presence and engagement.

QUALIFICATIONS AND SKILLS:

- **Passion:** A genuine passion for social impact, volunteering, and community building within the Caribbean region.
- **Social Media Savvy:** Demonstrated experience and proficiency in managing social media platforms like Facebook, Instagram, TikTok, and LinkedIn for personal or organisational purposes.
- **Creativity:** Ability to craft innovative and engaging content that resonates with diverse audiences.
- **Communication:** Excellent written and verbal communication skills, capable of maintaining a consistent brand voice across all platforms.
- **Time Management:** Strong organisational skills, with the ability to manage time effectively and adhere to deadlines.

- **Collaborative Spirit:** Comfortable working in a team-oriented environment and contributing ideas to achieve common goals. Ability to work with the full range of Google Suite.
- **Cultural Awareness:** Awareness of the cultural diversity and sensitivities within the Caribbean region.
- **Tech Proficiency:** Basic knowledge of graphic design tools and video editing software such as Canva is a plus but not mandatory. Must be proficient with email.
- **Language:** Proficiency in English (written and spoken); additional proficiency in other Caribbean languages is a bonus (But definitely not required)

BENEFITS:

1. As Caribbean Collaborative is the official partner of [Giving Tuesday](#) and Google Developers Groups, our team members will have access to a number of skills training and networking webinars, online events with international reach.
2. **Meaningful Impact:** Contribute to the growth of a vibrant volunteer community, making a positive difference in the Caribbean region.
3. **Networking Opportunities:** Connect with like-minded individuals, organisations, and potential mentors in the social impact sector.
4. **Professional Growth:** Enhance your social media management and communication skills while working with a dynamic team.
5. **Letter of Recommendation:** Receive a personalised letter of recommendation upon successful completion of the volunteering period.

NOTE:

- This is a volunteer position with no monetary compensation. However, we value and recognize the dedication of our volunteers, and we are committed to ensuring a rewarding experience for everyone involved.
- If you are enthusiastic about driving change, passionate about the Caribbean region's progress, and eager to be part of a team that fosters meaningful connections, we invite you to apply for the Social Media Volunteer position at Caribbean Collaborative.

HOW TO APPLY:

Please submit your application, including your LinkedIn, a brief cover note and 1 page CV to caribbeancollaborative@gmail.com

APPLICATION DEADLINE: March 31st, 2025

Thank you for your interest in Caribbean Collaborative. Together, let's create a better Caribbean through volunteerism and community engagement.