



# SPIN

STEM PATHS INNOVATION NETWORK  
www.stempaths.org

## Volunteer Position Description: SPIN Social Media Volunteer

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|------------------------|--|
| Purpose:               | The SPIN Social Media Volunteer at STEM Paths Innovation Network will build and uphold the social media presence for the SPIN brand in relation to its programs. The volunteer will drive engagement by creating high-quality original content, as well as manage the social media communities by responding to comments and messages across platforms.  |
| Job Title(s):          | Social Media Volunteer   |
| Location:              | The SPIN Social Media Volunteer will primarily work remotely, but is encouraged to attend major SPIN events to capture the content (photos, quotes, etc.) that can be used in telling SPIN's story via social media platforms.   |
| Key Responsibilities:  | <p>The SPIN Social Media Volunteer:</p> <ul style="list-style-type: none"><li>(1) Develops high-quality written and visual content for each social media platform under SPIN.</li><li>(2) Monitors and updates SPIN's accounts on social media, including posting content and responding to comments and inquiries.</li><li>(3) Track effectiveness of our social media presence and recommend next steps to the SPIN team.</li><li>(4) Attend major SPIN events to "capture" the story of students and stakeholders to best market SPIN's mission and brand via social media.</li><li>(5) HootSuite</li></ul> |
| Reports to:            | SPIN Operations Associate  |
| Length of Appointment: | The SPIN Social Media Volunteer will be expected to spend 2-4 hours each week building content and managing social media platforms.  |



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### Time Commitment:

The SPIN Social Media Volunteer will provide up to 16 hours a month throughout the calendar year.

### Qualifications:

- Must be 18+ years old
- Strong familiarity and practice using platforms such as LinkedIn, Twitter, and Facebook
- Communicate effectively with strong written communication skills
- Ability to give and receive feedback
- Good understanding of confidentiality
- Able to work independently with little direction in order to meet organizational goals
- Marketing experience preferred

### Support Provided:

A half-hour orientation to SPIN will be scheduled at the convenience of the SPIN Social Media Volunteer. Attendance at quarterly volunteer meetings is required. The SPIN Executive Director of Operations and the Program Coordinator are available on an ongoing basis to answer questions and provide other assistance as needed.

### Additional Perks:

Free parking onsite, fun colleagues, free coffee and snacks, and the ability to contribute to student learning!