



## Social Media Coordinator

*This is a non-remunerated voluntary position*

Do you have a passion for animal welfare? Are you creative and comfortable around social media platforms and want to help further animal welfare awareness on various topics? The SPCA Namibia is looking for a Social Media Coordinator.

### **Job description**

By being a part of our administrative and communications team you, as a Social Media Coordinator, will have the opportunity to improve and finetune our message to the community.

### **Responsibilities**

- Coordinate social media efforts on internal and external platforms, in relation to:
  - Awareness
  - Animal welfare education
  - PSAs
  - Animal welfare educational outreach
  - Events
  - Campaigns
  - Fundraising initiatives and needs
  - Adoption ads
- Regularly post to SPCA Namibia's social media platforms including: Facebook and Instagram, and more as needed
- Highlight the work of the SPCA Branches
- Help develop relevant website content
- Grow following on social media platforms
- Monitor and track social media mentions
- Engage and monitor social media users in active conversation
- Alert management regarding comments that require a high level response, or that may compromise the mission of the SPCA

### **Requirements**

- Experience with online, social media, and print communications
- Maintains own Facebook and Instagram accounts
- Familiarity with basic photography and videography techniques, video editing skills are a plus
- Excellent written communication skills
- Ability to communicate in a friendly and engaging manner
- The creativity of a social media specialist
- Ability to work both collaboratively and independently



- Background or start of career in media, marketing, social media, and/or PR is desired, but not required
- Must have access to own computer and internet and be able to volunteer from home
  - Visits to the SPCA is encouraged, but not required

### **Commitment**

- The ideal candidate is someone who is interested in a long-term (preferably at least one year) commitment with SPCA Namibia and can contribute 2-5 hours per week.
- The workflow may vary depending on the time of year, upcoming events, urgent animal welfare situations, and new projects/campaigns.

**To apply:** Email your CV and Cover Letter to [careers@spcanamibia.org.na](mailto:careers@spcanamibia.org.na), preferably with examples of work on social media and/or creative content. Only successful candidates will be contacted for an interview.

**Status:** Open until filled.