



**Job Title :** Social Media Manager

**Reports to:** Operations Manager

**Job Overview:**

We are seeking a creative and experienced Social Media Manager to join our team. This role will be responsible for developing, implementing, and managing social media strategies to enhance brand visibility, engage with rider, volunteer and donor audiences, and drive growth. The ideal candidate will have a deep understanding of social media platforms, content creation, and audience engagement tactics, with a passion for storytelling. The right candidate for this position will be enthusiastic about JSAW's mission of making riders into disciples and eager to share it with the public.

**Pay & Hours**

Based on experience

Part Time - Hybrid

**Objectives**

- Grow Instagram to 5000 followers by end of 2025
- Grow Youtube to 500 subscribers by end of 2025
- Share 52 rider stories by end of 2025

**Responsibilities:**

- Create and publish engaging content 5 days a week across Facebook, Instagram, and YouTube.
- Develop a monthly social media content calendar, aligning with marketing campaigns, events, and key initiatives.
- Monitor social media channels, engage with followers, and respond to comments and messages in a timely manner.
- Collaborate with the team to ensure brand consistency and alignment with organizational goals.
- Analyze social media metrics, generate monthly reports, and adjust strategies to improve performance.
- Stay up-to-date with the latest social media trends, tools, and best practices.

**Qualifications:**

- Proven experience as a Social Media Manager or similar role.



- Proficiency on Facebook, Instagram, and YouTube, including posting, analytics, and advertising.
- Strong content creation skills, photo and video editing.
- Some graphic design preferred
- Excellent communication and interpersonal skills.
- Ability to work independently and meet deadlines.
- Strong analytical skills and attention to detail.