



## **Volunteer Position Description: NPP Social Media Manager**

### Position Overview

Coordinate all social media platforms, including Facebook, Twitter, Instagram, LinkedIn and more, for HUMANE ACTION Pittsburgh's "no plastic please" (NPP) campaign.

### Purpose of the Position

- Increase visibility and impact of NPP by leveraging social media channels
- Engage with NPP members and members of the public to address the negative effects of single-use plastics for animals and the environment

### Duties and Responsibilities

- Work with HAP and NPP leadership to decide social media initiatives and strategies for NPP
- Grow participation and impact of NPP with HAP and non-HAP members
- Coordinate consistent NPP messaging via social media channels
- Draft and schedule posts in a timely manner
- Respond to HAP leadership emails and calls within 48 hours
- Be prepared and on-time for meetings and events
- Share and support HAP's mission and core values; adhere to HAP's policies
- Other duties as needed

### Training Requirements

Training on HAP's core values, mission, and policies, including orientation on campaign missions and status.

### Skills and Qualifications

- Excellent written communication skills
- Passion and knowledge on the issues surrounding single-use plastics
- Working knowledge of digital communication tools, including email, Facebook, Twitter, Instagram, and LinkedIn
- Self-motivated
- Ability to present yourself in a friendly, professional, and non-partisan manner
- Ability to work independently, follow instructions, and meet deadlines
- Working knowledge of Google Drive, Trello and Dropbox, or a willingness to learn

### Time Commitment Required

As needed, approximately 3-4 hours a week.

### Dress Code



Professional dress required for meetings. If attending an informal event, volunteer must purchase a HAP or NPP T-shirt at cost.

### Location

- Work can be conducted remotely from home
- Meetings with HAP and NPP leadership will be in person at a mutually convenient location or virtual via Zoom conference
- Attendance at HAP general meetings (Humane Animal Rescue at 6926 Hamilton Ave, Pittsburgh, Pennsylvania 15208) is highly encouraged

### Benefits to the Volunteer

- Grow leadership skills
- Develop communication skills
- Cultivate your passion for animal and environmental protection and put it into action
- Create real impact on the issues regarding single-use plastics
- Be a valued HAP and NPP team member
- Build your volunteer resume

### Supervisors

Sabrina Culyba, NPP Director

Brian Bonsteel, HAP President and Founder

Natalie Ahwesh, HAP Vice President

### What Volunteers Can Expect From HAP

- Support of HAP leadership and members
- Respect and appreciation for your contribution and input