



# OurPath

Your partner isn't straight? You're not alone.

## Job Description

### Communications Team

#### Social Media Manager

**Estimated Time Commitment:** Approximately 2-4 hours per week

**Position Hierarchy:** Persons in this position report directly to the Communications Director and ultimately to the Executive Director.

**Position Requirements:** Ability to write and converse in English. Ability to meet virtually via Zoom (account will be provided for you), ability to use email and social media platforms; Facebook, Instagram, Twitter, LinkedIn. Ability to use Recurpost.

**Organization Purpose:** All volunteers support the purpose and mission of the organization. OurPath's primary purpose is to provide peer-to-peer support for and healthy healing to people impacted by the discovery that their partner is LGBT+. We also aim to educate the public about the plight and needs of straight partners.

OurPath's three-prong **Mission** is:

- **REACHING OUT** to increase visibility of Straight Partners and accessibility to support.
- **HEALING** and empowering Straight Partners and Partners of Trans People to cope constructively.
- **BUILDING BRIDGES** between spouses, within families, and with the larger community through support, education, and advocacy.

**Position Summary:**

The Communications Team provides information to the general public about the organization. This includes social media updates about blog posts, podcasts, research, newsletters, fundraisers, press releases, and other similar information. The information is provided by various team members responsible for those areas of communication.

### **Detailed Description:**

- Design and implement a social media strategy aligned with the organization's messaging and client engagement goals.
- Set specific objectives (audience reach) and report on objectives met.
- Generate, edit, and publish engaging content at regular intervals and on schedule:
  - Original text
  - Photos
  - News
  - Blog posts
  - Press Releases
  - Fundraiser announcements
  - Podcasts
  - Newsletters
- Collaborate with Communications Director, SEO Manager, Marketing Manager, Executive Director, Fundraising Manager, and Graphics Designer to ensure brand consistency.
- Communicate with followers, respond to queries in a timely manner and monitor/moderate comments on various platforms.
- Oversea social media account design (Facebook, Twitter profile, Instagram, LinkedIn, etc.).
- Suggest and implement new features to develop awareness of the organization beyond our borders, get our message out to the community at large.