



# She Rock She Rock Social Media Coordinator (Volunteer position)

## Who Are We

She Rock She Rock (SR2) is a Twin Cities-based nonprofit organization dedicated to empowering girls, women, trans and nonbinary folks through the art of music. We provide an inclusive environment that encourages collaboration, develops leadership skills, and fosters self-confidence. We believe creative expression evokes social change, challenges stereotypes and encourages a climate of support within our community.

## Position Description

The Social Media Coordinator will work closely with the Managing Director to create engaging content for She Rock She Rock's social media presence, including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with the SR2 community.

## Responsibilities:

- Help create and maintain a social media calendar
- Use social media to promote the activities and achievements of She Rock She Rock
- Keeping our social media channels updated regularly
- Create and manage content for our social media channels, including Instagram, Facebook & Twitter (and possibly TikTok!)
- Select relevant channels to reach our diverse audience
- Track the effectiveness of our social media work and recommend ways forward
- Keeping up to date with She Rock She Rock's events and news, and choosing what to promote through our social media feeds
- Attending our events when possible to gather photos/video for content creation

## Time Requirements:

This is a volunteer position and hours are flexible. We are asking for a minimum 6 month commitment with an average of approximately 5 hours of work per week.

## Relevant Skills and Experience:

- Strong writing skills and the ability to communicate effectively to diverse audiences
- Attention to detail
- Ability to transform small snippets of information into interesting and engaging stories suitable for different social media channels
- Experience creating content in multiple formats (photo, video, Instagram stories)

- Experience with Canva is a plus
- Ability to work well independently and as part of a small team

**Benefits:**

- This position provides valuable experience for individuals and/or students in Communications and Non-Profit Management
- PR and marketing experience
- Social media development skills
- Tracked volunteer hours
- Use your skills and experience to contribute to the success of She Rock She Rock
- References to add to your resumé, reference letters as needed
- Be part of a team of volunteers and meet new people
- Increase your confidence and gain profitable skills
- Gain an understanding of the functions of She Rock She Rock

**TO APPLY:**

To apply, please email your resumé and a note outlining your experience with social media and why you want to volunteer for She Rock She Rock. Please email your application to [allegra@sherocksherock.com](mailto:allegra@sherocksherock.com).