



Mission:
EYEJ drives social justice reform by empowering young people to advocate for change.

Vision:
An equitable and inclusive world.

EYEJ empowers young people to be advocates for change through YODJ: Youth Online Discussing Justice and its Youth Council. The EYEJ community includes 900 diverse adult members, donors, allies and organizations who engage with and learn about social justice issues through dialogue with over 1,600 young people and participation in programs such as EYEJ Speaks and town halls.

POSITION DETAILS:

- Job Title: Social Media Marketing Volunteer
- Immediate Supervisor: EYEJ Marketing Lead
- Time: 4-6 Mos. 10 Hours a week.
- Location: Virtual role
- Minimum Degree Required: AA, AS minimum
- Experience Required: 2+ Years of Social Media experience leveraging channels including Facebook, Instagram, LinkedIn, and Twitter.
- Primary Objective: To identify needs of the organization and spread messaging around what is needed and create and cultivate new relationships and partnerships

VOLUNTEER SUMMARY:

- EYEJ seeks Social Media Marketing Volunteers to help us build the audience and messaging on our digital platforms -- Facebook, Twitter, Instagram, and LinkedIn.
- An ideal volunteer will be a creative and out-of-the-box thinker. Attention to detail, excellent people skills, persistence in gathering every part of the story, and the ability to manage multiple ambitious projects at once are needed to create copy that is relevant and mission-driven, and highly shareable while wanting to raise the awareness of EYEJ.
- Volunteering with EYEJ will enable you to leverage or grow your digital marketing experience while networking with a world class team of marketers, content experts, and digital designers.
- Do you have a passion for all things digital? We are searching for ambitious volunteers who excel in all things on the internet and will help support digital efforts for EYEJ in an evolving environment.

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QUALIFICATIONS:

- 2+ Years of Social Media experience leveraging channels including
- Facebook, Instagram, LinkedIn, and Twitter.
- Strong strategic background creating and implementing successful media and marketing campaigns.
- Ability to drive marketing plans to new markets through the integration of new social media outlets – Facebook, Instagram, LinkedIn, and Twitter.
- Demonstrate the ability to view future trends in digital and social media platforms to effectively keep EYEJ's media strategy engaging and forward thinking in the constantly changing marketplace.
- Action oriented with aptitude to work independently as well and utilize sound judgment.
- Strong oral, written, communication and presentation skills. Well versed with social media channels.
- Experience with Google Analytics a bonus

DUTIES:

- Work with EYEJ marketing team in the development and execution of
- marketing plans, promotional activities related to digital platforms,
- newsletter, and website.
- Maintain strong relationships with key influencers and content creators.
- Engage with and cultivate audiences across platforms (Facebook, Instagram, LinkedIn, and Twitter) maintaining brand voice, to drive audience growth, brand awareness, and community engagement for EYEJ.
- Help manage social calendars and posting, adhering to brand identify, and overall aesthetic for the organization.
- Respond to constituent comments and messages on social media.
- Drafting campaign emails for awareness, volunteer signups, and fundraising campaigns.
- Leveraging Google Analytics to track the impact of EYEJs digital activities and make recommendations for improvement.

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BENEFITS:

- Ability to shape the EYEJ foundation and company culture with your efforts.
- Ability to partner with the executive director; in this role, you'll be working daily with senior leadership.
- Working with a strong team that is committed to the EYEJ mission and driven to furthering its objectives while also creating a fun workplace that promotes self-care.
- Fully virtual position, with flexible schedules
- Great opportunity to college students or recent college graduates
- seeking to acquire professional experience. Letters of recommendation can be provided for those seeking college credit for their time with EYEJ.

Technology Requirements:

- Excellent in Microsoft Word, Excel, PowerPoint, Google Drive/Google Docs
- Experience with Social Media (Facebook, LinkedIn, Twitter, Instagram)
- Experience with Canna, Adobe Suite or other editing softwares are a bonus.

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**Please send cover letter and resume to EYEJ @ hello@eyej.org
Hiring is between January to February**