



## Officer of Social Media Management (Volunteer Position)

This position serves to connect and introduce folks in the community to The Thriving Initiative via social media platforms like Instagram and Facebook. They highlight upcoming events, providers, and activities, and create educational posts for folks to engage with advocacy efforts to support survivors of interpersonal violence.

### *Responsibilities:*

- In charge of managing [Instagram](#) and [Facebook](#) accounts i.e. which posts are going to be posted/when and the types of posts that will be shared.
- Attend and contribute to PR and Marketing committee meetings and weekly officer meetings.
- Create and contribute to effective and inclusive social media content and flyers.
- Provide creative ideas for new initiatives and ways to promote them.
- Advise the team on all matters of public relations and brand consistency.
- Maintain a positive public image for *The Thriving Initiative*.
- Design and implement a social media strategy that aligns directly with *The Thriving Initiative's* goals and core values.
- Collaborate with the Officer of Public Relations and the Officer of Marketing & Outreach to maintain consistency.
- Communicate with any social media messages from followers in a timely manner.

### *Expectations:*

We are looking for a passionate UCSB undergraduate student striving to be a part of the change they'd like to see in the community. We are looking for someone who is devoted to our mission to “inspire resilience in response to violence by promoting holistic community healing initiatives.” We understand there are a lot of expectations for this position, if selected, you will be thoroughly trained and prepared to take on each responsibility. We also offer continuous professional development and mentorship opportunities.

### *An ideal candidate should have:*

- Experience with content management and design.
- Previous experience with graphic design is preferred.
- Knowledge of social media apps (Instagram and Facebook).
- Familiarity with web design.
- An advanced understanding of the importance of diversity and inclusion.
- A strong desire to help others and create an inclusive online space for the community.
- A passion for supporting survivors of interpersonal violence.
- Ability to collaborate and creatively problem-solve with a team.

**Questions or looking for another way to get involved?**



If you have any additional questions about our organization, the application process, or want to connect about the organization, please contact us at: [apply@thethrivinginitiative.org](mailto:apply@thethrivinginitiative.org).

For more information on The Thriving Initiative and our upcoming programs please visit our website at <https://www.thethrivinginitiative.org/> and follow us on social media ([@thrivinginitiative](#))!

**Apply at:** <https://forms.gle/qNnDdSPBTYYQtmDR7>