



Social Media Volunteer

Reports To: Program Director

Location: Denver, CO

Job Type: Volunteer, Unpaid, up to 3-4 hours a week

Working environment: Work will be conducted remotely from home office

Term: 6 Months

Start Date: January 2012

About CORE

CORE is a Colorado-based, non-partisan non-profit organization, dedicated to promoting sustainable business practices and a more responsible economy. CORE is supported by membership fees and sponsorships. Our 200+ members include large corporations, small and midsize businesses, local and state government agencies, educational institutions and individuals.

Job Description

If you are a regular social media user, you know what an effective communication channel it is. We definitely believe in social media's power and are looking for a star volunteer to manage and implement our social media strategy.

Job Responsibilities:

- Substantially grow CORE's presence on Facebook and Twitter.
 - Facebook goal: double current number of fans (423 currently)
 - Twitter: increase number of followers by 20% (1,495 currently)
- Develop growth strategies and tactics and revisit them monthly in a form of a report with metrics and suggested improvements.
- Engage in communications with CORE members and followers in general.
- Stay on top of business sustainability conversations on Facebook and Twitter and repost and respond to most significant posts.
- Work with staff and volunteer blogger to identify posts for FB and Twitter; on a weekly basis.
- Develop and launch social campaigns, competitions, polls and contests.
- Analyze results and translate anecdotal or qualitative data into recommendations and plans for revising the social media campaigns.
- Maximize functionality of Facebook and Twitter to grow and engage followers.
- Identify threats and opportunities in user generated content surrounding CORE's brand and report to a supervisor.

Desired Qualifications:

- BA or equivalent degree
- Passionate about sustainability and eager to learn
- Has work experience in social media and marketing
- Has excellent verbal and written communication skills
- Is self directed, eager to meet and exceed objectives
- Strong commitment to ethics, honesty, and integrity in conducting business

Benefits:

Integrated experience on sustainability and social media
Free attendance to CORE breakfasts during the internship
Professional and fun team
Flexible working hours
References to successful volunteer

Apply:

Please email your resume and a statement of interest to Natalia Korobova at natalia@corecolorado.org