



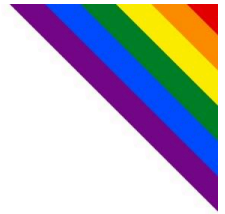
Project Q&A

P.O. Box 54

Independence, KS 67301

www.projectqna.org

Education, Empowerment, Visibility



Social Media Coordinator

Project Q&A seeks an individual who is passionate about creating an inclusive online community. Project Q&A is the leading nonprofit organization working to educate, empower, and raise visibility for the over 2.9 million LGBTQ individuals who call rural America home.

We seek an experienced and creative Social Media Coordinator to join our team. As a Social Media Coordinator, you will be responsible for developing and implementing our Social Media strategy to increase our online presence and improve our online communication. In addition, as Project Q&A grows, this position will manage a small team of content creators and group managers. This volunteer position is perfect for you if you are passionate about educating rural communities on queer issues, empowering individuals to create change, and raising LGBTQ visibility.

Duties:

- Develop, implement, and manage our social media strategy
- Define essential social media KPIs (key performance indicators)
- Collaborate with team coordinators and the Executive Director to effectively promote all programs and services
- Manage and oversee social media content
- Measure the success of every social media campaign
- Keep abreast of the latest social media best practices and technologies
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network
- And other duties as assigned

Requirements:

- Experience using hashtags and Google Maps and its analytics
- Experience using social media for organizational branding
- Ability to lead others and provide constructive feedback

- Detailed-oriented
- Exemplary grammar skills
- Creative and Innovative
- Basic Graphic Design skills, or the ability to use programs such as Canva
- Preferably located in a rural community

Monthly Time Commitment: Approximately 4-6 Hours

The time commitment for this position fluctuates with Project Q&A's programmatic calendar. Some months may be busier than others. This position will eventually grow into managing a team.

How to Apply:

Please send a resume and brief statement (500 or less) of why you want to serve in this role. In addition, please include any unique skills or talents you will bring to Project Q&A. Send your resume, statement, and links to your social media examples to Brandon West, Executive Director, brandon@projectqna.org, with the position as the subject line. Applications are also available at projectqna.org/take-action.

Project Q&A Inc. celebrates diversity and is committed to creating an inclusive environment for all individuals to thrive in their roles to serve the LGBTQIA+ community.