



**Position Title:** Social Media Coordinator

**Organization:** US Army Auxiliary Activation Project

**Location:** Remote

**Position Type:** *Volunteer, Unpaid.*

**About Us:** US Army Auxiliary Activation Project is dedicated to advocating for the establishment of the US Army Auxiliary as an official federally chartered organization. We are looking for a passionate and creative Social Media Manager to join our team and help us amplify our message and engage with our audience.

**Position Summary:** The Social Media Manager will report to the Administrator of the US Army Auxiliary Activation Project and be responsible for developing and implementing our social media strategy to increase our online presence and improve our marketing and engagement efforts. This role will involve creating content, managing social media accounts, analyzing performance metrics, and collaborating with other team members to support our mission.

**Key Responsibilities:**

- Develop and execute social media strategies across various platforms (e.g., Facebook, Twitter, Instagram, LinkedIn and others as appropriate).
- Create engaging and relevant content (posts, images, videos) that align with our mission and goals.
- Monitor and respond to comments, messages, and interactions on social media channels.
- Analyze social media performance metrics and provide regular reports to the team.
- Collaborate with other departments to ensure cohesive messaging and branding.
- Stay up-to-date with social media trends and best practices.

**Qualifications:**

- Preferred: Bachelor's degree in Marketing, Communications, or a related field but not required. We are more interested in the applicant's experience and skill in the social media realm.
- Proven experience in social media management, preferably in a nonprofit setting.
- Strong understanding of social media platforms and their respective audiences.
- Excellent written and verbal communication skills.
- Creative mindset with the ability to generate innovative content ideas.

- Ability to work independently and as part of a team.
- Familiarity with social media analytics tools and software.

**How to Apply:** Interested candidates should submit their resume, cover letter, and examples of previous social media work to [admin@ArmyAux.org](mailto:admin@ArmyAux.org).

**Equal Opportunity Employer:** US Army Auxiliary Activation Project is an equal opportunity employer and welcomes candidates from diverse backgrounds to apply.

We look forward to hearing from all interested applicants and hope to work with you soon.