



**THEIR STORY  
IS OUR STORY**

## ***Social Media Specialist***

### **Major Objectives**

Their Story Is Our Story (TSOS) gathers and shares firsthand refugee stories and immigrant advocate stories to change the perception and reception of refugees in communities worldwide. As a storytelling organization, TSOS works to expand its reach in both gathering new stories and sharing stories with the public through various platforms.

The Social Media Specialist (SMS) will be responsible for creating and administering content on a specified social media platform. The SMS will work to build an audience, ensure engagement, and educate the public on recent developments within refugee & asylum-seeking populations . The SMS will also monitor site metrics, be aware of and respond to reader comments, and work with the Director of External Media (DEM) to update social media goals and strategy.

### **Major Responsibilities**

- *Research, develop, and implement content that reflects our mission statement and resonates with our intended audience.*
- *Use social media metrics to ensure the external media strategy is effective.*
- *Work with the Director of External Media to implement and regularly update the vision and strategic plan for TSOS social media presence.*

### **Commitments**

The role of Social Media Specialist requires approximately 5-10 hours of work per week. The SMS commits to participate in meetings with the Director of External Media on a regular basis.

TSOS respects the needs of volunteers to balance other home and professional commitments. The Director of External Media will work with the Social Media Specialist to ensure that communication, meetings, and commitments align within the volunteer's boundaries and availability.

### **Supervision**

The Social Media Specialist is supervised by the Director of External Media.