

Volunteer (Unpaid) Project Ambassador

Project Title: Empowering Change Through Social Media

Position Title: AFTA Social Media Associate or Intern

Volunteer Project Time Frame: One to twelve months

Projected amount of weekly time commitment: 2-5 hours/week

Introduction:

Join AFTA's Central Office team as a Volunteer Project Ambassador, where you can make a real difference by harnessing the power of social media. As an ambassador or intern, you'll play a crucial role in amplifying our mission, engaging our community, and driving positive change.

Responsibilities:

1. **Content Creation:** Develop compelling social media content, including posts, stories, videos, and graphics, that effectively communicate our organization's mission, initiatives, and impact.
2. **Campaign Support:** Assist in planning and executing social media campaigns to raise awareness, drive participation, and mobilize support for our Annual Conference.
3. **Community Engagement:** Foster meaningful interactions with our audience by responding to comments, messages, and inquiries, and actively engaging with followers to build a strong online community.
4. **Advocacy and Outreach:** Utilize social media platforms to advocate for our cause, share relevant news and resources, and recruit new supporters, volunteers, and donors.
5. **Analytics and Reporting:** Monitor key metrics and analytics to track the performance of social media efforts, gather insights, and optimize strategies for greater reach and impact.
6. **Coordinate and Collaboration:** Work closely with AFTA Central Office and the AFTA Conference Marketing Associate

Qualifications:

- Passion for AFTA's mission and values
- Current AFTA member
- Strong written and verbal communication skills
- Creativity and ability to generate engaging content
- Familiarity with social media platforms (Facebook, Instagram, and LinkedIn)
- Ability to work independently and collaboratively in a virtual team environment
- Prior experience in social media management or content creation is a huge plus but not required

Benefits:

- Start building your social media client portfolio
- Opportunity to make a meaningful difference and contribute to positive social change
- Gain valuable experience in social media marketing, community engagement, and nonprofit management
- Develop skills in content creation, digital storytelling, and audience engagement
- Flexible volunteer hours and remote work
- Join a passionate and supportive team of AFTA members committed to making a difference in the world
- Chat with a board member of your choice on any topic of shared interest
- As a non-profit organization, AFTA can provide confirmation of your volunteer hours.

Join us as a Volunteer Project Ambassador and be part of a movement dedicated to creating a better, more equitable future for all. Together, we can inspire change, one post at a time.

Application Process:

Send a short paragraph of your interest to afta@afta.org as soon as possible