



POSITION DESCRIPTION
VOLUNTEER ENGAGEMENT AND SOCIAL MEDIA MANAGER

Position Summary: The Volunteer Engagement and Social Media Manager produces new high-quality inquiries by maximizing Global Volunteers' outreach to alumni volunteers and other referral inquiry sources through targeted strategies and engaging them in promotional activities, resulting in new volunteer prospects. The manager employs a wide range of tactics across multiple channels, including phone calls, social media, email, and in-person, and suggests additional strategies for optimizing volunteer engagement in referral and promotion activities.

Organization Summary: Global Volunteers is a private, non-profit, non-sectarian, international organization in consultative status with the United Nations Economic and Social Council. With a worldwide staff of 80 and a \$4 million budget, Global Volunteers is proud to have celebrated 39 years of engaging short-term volunteers on micro-economic and human development programs in close partnership with local communities. Serving at the invitation and under the direction of local leaders, volunteers focus on creating, nurturing, and sustaining the well-being of the world's children and their community, so that they might realize the full promise of their human potential.

Global Volunteers strategy is a direct approach to wage peace and promote justice by encouraging and enabling people worldwide to spend short periods working with and learning from local people in communities other than their own. This is a Win-Win-Win strategy. The children, families, and communities benefit from the volunteers' service, enhanced education, and greater opportunity to realize their full potential. Volunteers benefit from the knowledge gained, new friendships made, and added meaning to their lives. The world benefits from more people waging peace, promoting justice, and escaping poverty.

In this pursuit, Global Volunteers has engaged more than 39,000 short-term volunteers in service to children and communities in 36 countries on six continents. Oprah Winfrey described Global Volunteers as an organization providing "*people with an opportunity to make a difference in the lives of children around the globe.*"

For more information, visit our [website](https://globalvolunteers.org) (https://globalvolunteers.org).

REPORTABILITY: Reports to the Marketing Director.



POSITION PURPOSE: This position:

1. Strengthens loyalty with alumni volunteers;
2. Leads the creation and implementation of new volunteer referral strategies;
3. Identifies and cultivates referral prospects from volunteers returning from service programs;
4. Designs unique messaging for referral campaigns;

5. Coordinates volunteer and family/friend group referral activities;
6. Manages corporate social media presence; and
7. Collaborates with colleagues to develop social media content from previously developed content.

PRIMARY RESPONSIBILITIES:

1. Targets alumni with the greatest referral potential and **solicits their engagement**.
2. Executes strategies for activating disconnected alumni.
3. Manages Advocate Program and analyzes and reports results monthly.
4. Manages Ambassador Program and analyzes and reports results monthly.
5. Reviews upcoming volunteer teams and identifies potential referral prospects for each service program. (*collaborate with Business Operations Director on referral source analysis.)
6. Examines new volunteer accounts on the portal. Researches additional demographic and interest data to prepare for referral pitches made on first contact with new volunteers. (*identify characteristics that may lead to a pool of potential referral leads)
7. Records and analyzes volunteer referral data in Salesforce and produces routine reports.
8. Develops and expands options for alumni promotion and referrals such as media stories, blog posts, webinars, public presentations, and other speaking engagements.
9. Adapts outreach strategies based on referrers' preferred communications channels.
10. Develops and supports on-site referral strategies during service programs.
11. Reviews team evaluations and team leader reports to inform communication with alumni after their return via email and phone call.
12. Assists alumni in planning and completing referral strategies; ensures follow-through by monitoring, encouraging, and analyzing alumni activities.
13. Manages Facebook alumni group and other alumni social media activities.
14. Produces monthly alumni newsletter.
15. Manages volunteer reference database.



16. Creates, curates, and cultivates social media campaigns and projects to stimulate and activate alumni, supporters, and prospects to refer people to Global Volunteers.
17. Manages, and uses developed content for, interacts with, and grows audiences on Global Volunteers' Facebook, Instagram, Twitter, and LinkedIn accounts, and manages Meta Business Suite.
18. Designs and integrates developed content (original text, images, video, and links) with a clear call to action, promoting Global Volunteers programs, and inspiring referral inquiries across appropriate social media channels.
19. Promotes on social media Global Volunteers' ability to help meet Corporate Social Responsibility (CSR), Volunteer Time Off (VTO), Employee Teambuilding, and other employer objectives through employees participating on service programs.
20. Measures results twice a month, prepares monthly ROI reports, and adjusts strategies accordingly.
21. Performs other duties as assigned.

Employment and Benefit Information: The Volunteer Engagement and Social Media Manager is a full-time exempt employee who works at the corporate headquarters in Little Canada, MN. Global Volunteers offers a complete compensation package including salary, generous paid time off, health insurance, dental insurance, free parking at the corporate office, ongoing training, opportunities for professional development, domestic or international service program travel based on performance, and optional pretax employee contribution to their retirement fund. One of Global Volunteers' core values is to promote from within, so many of our upper-level managers started in similar positions. Further, we are a family-friendly company recognizing that family trumps everything. The salary range for this position is \$53,000 to \$65,000 per year based on years of related experience.

Working Environment: Global Volunteers staff work in a fast-paced, dynamic environment and must be creative, flexible, efficient, and effective problem solvers. With staff located worldwide, excellent communication skills and a strong interest in and awareness of international events are essential to success. Self-starters with a roll-up-your-sleeves, get-the-job-done attitude are especially effective. We promote a cooperative, family-friendly, mission-driven environment that enables employees to utilize their skills and capabilities to expand their horizons and help the organization succeed.

KNOWLEDGE, SKILLS, AND ABILITIES: This individual must be well grounded in and have a strong commitment to Global Volunteers' Philosophy of Service and the goals of the organization. Must communicate clearly and persuasively in oral and written form. Required to have strong people and analytical skills. Must be able to work with minimal supervision and manage several projects simultaneously. Must have demonstrated ability in word processing,



spreadsheet, database, and Internet applications. Must have at least six years of experience in general and social media marketing.

MINIMUM EDUCATION REQUIREMENT: Four-year liberal arts, marketing, or communications degree.