



DREAM on 3

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SOCIAL MEDIA VOLUNTEER

ABOUT:

The ideal candidate for this position will use their creative storytelling skills (sometimes in 140 characters or less) to excite, inspire and grow our social communities. This person will work in coordination with the Director of Marketing to create innovative editorial and visual content that will build our brand, increase awareness, donor engagement, acquisition and retention.

This person will possess tremendous creative and social media skills, with proven success across the broad spectrum of today's content and marketing channels. This will be a master storyteller excited to take risks and experiment to create narratives that will inspire our community to dream big!

HOURS:

Flexible, between 3 - 8 hours per week, with a greater concentration during a Dream Experience.

LOCATION:

Flexible, can work remotely or at the Dream On 3 office during business hours.

RESPONSIBILITIES

- Coordinate with the marketing team to create original and innovative content strategy for social channels, based on organization needs, trends, team insights, and analytics.
- Passion and dedication to developing innovative, compelling and engaging creative across social photography, video, and copy assets.
- Serve a one of the brand story-tellers, edit and curate the brand voice across all channels - creatively adapt per medium.
- Manage and build long-lasting fan relationships efficiently and effectively, respond to comments.
- Insure that quality, branding and accuracy standards are met

REQUIREMENTS

- Passionate about social media
- Strong visual and verbal storyteller
- Natural conversationalist who enjoys interacting with our fans
- Own a personal computer and access to the internet
- Smart, organized and flexible
- Hard-working with a positive, get-it-done attitude
- A passion for the mission of our organization
- Excellent communication skills
- Ability to write clearly and accurately with appropriate emotion

ADDITIONAL OPPORTUNITIES

- Blogging
- WordPress Management
- Attendance at Dream Experience Sendoffs and other events to "live" social media content

OUR MISSION

To make dreams come true for children with chronic illnesses, intellectual and developmental disabilities, or life-altering conditions by creating experiences of joy and magic through the world of sports.

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DREAMON3.ORG