



JOB TITLE:	Marketing Coordinator	JOB CATEGORY:	Marketing
Department/Group:	Marketing	Job code/Req#:	RD-0002
Location:	Buford	Travel required:	Occasional
Level/Salary range:	N/A	Position type:	Volunteer
Contact:	socialimpact@smmbuford.org	Date posted:	09/01/2023
		Posting expires:	09/30/2023
External posting URL:	https://grow2bwithu.weebly.com/	Internal posting URL:	http://www.smmbuford.org/

APPLICATIONS ACCEPTED BY:

Email: socialimpact@smmbuford.org **Subject line:** G2B Volunteer Position

JOB DESCRIPTION

Role and Responsibilities

- Develop and execute social media plans and strategies in alignment with the garden's goals and branding
- Create and curate engaging content for social media platforms, including written posts, images, videos, and infographics
- Monitor and moderate social media channels, responding to comments, messages, and inquiries in a timely and professional manner
- Collaborate with team members to ensure cohesive and consistent messaging across all channels

Qualifications and Education Requirements

- Knowledge of social media platforms, trends, and best practices
- Strong understanding of social media marketing techniques and strategies
- Excellent written and verbal communication skills
- Experience in maintaining/building enriching business relationships

Preferred Skills

- Proficiency in social media management tools and analytics platforms
- Creative mindset with the ability to think outside the box
- Interact through strategic communications that may include events, e-mail, phone, and in-person meetings

Additional Notes

This Volunteer position with G2B requires a 12-month commitment with an ability to perform approx. 8-10 hours a week of associated work. When there are fundraising events or other ad hoc activities, expect additional hours to assist in the execution of said event/activity.
