



Volunteer Position: Social Media Evangelist

Goal of the position:

The Taysia Blue Rescue Social Media Evangelist fulfills a vital role in the overall engagement and presence of Taysia Blue Rescue on social media. The Social Media Evangelist will enthusiastically share Taysia Blue Rescue's message and the Rescue dogs' stories with online communities by posting images of available dogs and Taysia Blue Rescue activities on their personal Facebook, Instagram, Snapchat, and other social media accounts.

Reports to:

- Marketing and Branding Director

Collaborates With:

- Executive Director
- Assistant Executive Director
- Volunteer Director
- Foster Director/Team
- Adoption Director/Team
- Marketing & Branding Team

Schedule and time commitment:

- Varies, 1 hour/per week on average

Location of work:

- Home, possibly event sites

Core responsibilities:

- Spread the word by using your personal social media accounts to post photos and video images of Taysia Blue Rescue's available dogs, a minimum of three times per week.
- Tell our story! Represent Taysia Blue Rescue and its Rescue dogs and volunteers in a positive manner.
- Join in the Fun! Attend community events or activities if possible to capture images for posting.
- Collaborate with Marketing/Branding team to ensure images posted meet Brand standards

Qualifications:

- Completion of Taysia Blue Rescue Volunteer Orientation
- Strong organizational, communication and interpersonal skills
- Strong social media skills