

HEALTHCAREMN

Accelerating Healthcare Innovation



Job Title: Social Media Volunteer

Job Description: The Social Media Volunteer is responsible for assisting HealthcareMN in managing its online presence and engagement on Instagram, LinkedIn, and Twitter. This role plays a crucial part in promoting the organization's mission, increasing brand visibility, and fostering a positive online community. This is a part-time volunteer position.

Responsibilities:

- **Content Creation:** Develop engaging and mission-relevant content for social media posts, including text, images, videos, and graphics.
- **Posting and Scheduling:** Consistently publish and schedule social media posts on LinkedIn, Instagram, and Twitter.
- **Monitoring and Engagement:** Respond promptly to comments, questions, and feedback from followers.
- **Analytics and Reporting:** Track key social media metrics, such as engagement, reach, and follower growth.
- **Collaborative Efforts:** Collaborate with other team members to align social media efforts with broader organizational goals.
- **Content Curation:** Share relevant third-party content that adds value to the organization's target audience.
- **Growth Strategies:** Suggest and implement strategies to grow the organization's social media following and engagement.

Qualifications:

- Strong written and verbal communication skills
- Familiarity with Instagram, LinkedIn, and Twitter
- Creative thinking and an eye for visual content
- A passion for the organization's mission and values

Apply:

If interested, please send a cover letter and resume @ hello@healthcare.com