



300 Old Route 10, Enfield, NH 03748

**Position Title:** Social Media Specialist

**Reports to:** Executive Director

**Schedule:** Eight-twelve (8-12) hours per week

**Primary Purposes:** To highlight shelter initiatives, activities and available animals using social media.

The core priorities for this position are:

1. Create and post content on social media platforms, highlighting adoptable animals.
2. Take high-quality photos and videos of animals to showcase their unique personalities.
3. Write engaging and accurate bios for adoptable animals.
4. Ensure all animal profiles are updated regularly with current photos and information.
5. Other social media activities as assigned.
6. Monitor, answer and/or flag social media comments for management as appropriate

### **Qualifications Required:**

#### **Knowledge & Experience:**

- Familiarity with social media platforms like Facebook, Instagram, and TikTok.
- Strong writing skills and creativity.
- Basic photography and photo editing skills (experience with smartphones or basic tools is fine).
- Passion for animals and an interest in helping them find loving homes.

#### **Key Competencies:**

- *Self-motivated:* Demonstrates initiative to take action, address problems & utilize time effectively, without requiring ongoing direction

- *Focus on Safety & Humane Treatment of Animals:* Demonstrates a commitment to ensuring that tasks are completed with the highest regard for animal, personal, and staff safety, and the well-being of animals
- *Attention to Detail:* Is thorough in ensuring work tasks are completed
- *Adaptable/Flexible:* Able and willing to modify work priorities in a given day based on customer or shelter needs
- *Time Management:* Manages self to ensure all key tasks are completed
- *Strong written, verbal, and presentation skills:* Articulates information effectively both internally and external to UVHS; able to create compelling messages that reflect positively on the organization and meet the desired objectives
- *Organizational & Self-management skills:* Structures work in a self-directed manner to ensure work is accomplished without the need for oversight; Organizes work to ensure deliverables are accomplished in a timely manner
- *Collaborative Engagement:* Interacts effectively with others in the organization and effectively manages remote work efforts in a manner that maintains positive relationships with others
- *Creativity and Relevancy:* Creates content that is unique, interesting, and captivating while ensuring the necessary messages and objectives are achieved; stays connected to evolving social media best practices
- *Mindset for learning:* Willing to learn and embrace new strategies (eg. approaches to donor communications); embraces feedback to ensure ongoing personal development

**Work Hours:** Eight-twelve (8-12) hours per week

**Acknowledgement:** This position description is intended to provide an overview of the requirements of the position. As such, it is not necessarily all inclusive, and the job may require other essential and/or non-essential functions, tasks, duties, or responsibilities not listed herein. Nothing in this position description, nor by the completion of any requirement of the job by the employee, is intended to create a contract of employment of any type.

All employment at Upper Valley Humane Society is at-will.

By signing below, I acknowledge that:

1. I have received, read, and understand my position as described in this job description

2. I will support the UVHS mission and policies and represent UVHS with positivity

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Employee Signature

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Date

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Supervisor Signature

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Date