



Social Media Coordinator

Department: Marketing
Reports To: Director of Marketing
Positions Supervised: None

Job Status: Part-time
Work Schedule: TBD

Job Summary: The Southampton Animal Shelter Foundation is seeking a dynamic and creative Social Media Coordinator to enhance our online presence and engage our community across various social media platforms, including Facebook, Instagram, TikTok, and YouTube. This critical role will focus on driving audience engagement, creating compelling content, and fostering a strong online community for our organization.

Responsibilities & Duties:

Strategy Development & Implementation

- Plan, develop, implement, and manage comprehensive social media strategies to grow SASF's online presence.

Content Creation & Management

- Oversee the content capture and production process, including posts, stories, reels, and videos that resonate with our audience.

Data Analysis

- Analyze engagement data and identify trends in audience and donor interactions to inform future strategies.

Content Calendar Management

- Create and manage a social media content calendar, ensuring a consistent and timely posting schedule.

Marketing & Paid Social Strategies

- Develop and implement targeted marketing strategies, including paid social media campaigns to broaden outreach.



Community Building & Moderation

- Enhance SASF's social media engagement across all platforms and actively build and moderate our online communities.

Experience & Qualifications:

- 2-5 years of experience in social media management, digital marketing, and content creation.
- Proven track record of increasing audience engagement and followers on key social media channels.
- Previous experience with charities, philanthropies, and 501(c)(3) organizations is a plus.
- Strong interpersonal skills with the ability to engage and communicate effectively with diverse audiences.
- Proficient in social media analytics and content management tools.

Why Join Us?

At the Southampton Animal Shelter Foundation, you will play a vital role in promoting animal welfare and community engagement. If you are passionate about animals, skilled in social media management, and eager to make a difference, we would love to hear from you!

Application Process:

Interested candidates should submit their resume and a cover letter to marketing@sasf.org detailing their relevant experience and why they are a good fit for this role.

Join us in our mission to save lives and create a better environment for animals in need!