



## Job Description for Social Media Executive - Part Time

**About the org:** KickOff Solutions is a nonprofit platform supporting tribal & slum girls through sports-based scholarships, change-maker skill building offerings, infrastructure, exposure, and mentoring support across a dozen Indian states and Mali - Africa. We hope to empower a wolf-pack of underprivileged girl leaders as future change-makers and role models, and develop relatable hero stories featuring real underprivileged girls to provoke community level dialogues challenging discriminatory gender norms.

**About the Goal:** Through our social media channels, we wish to gather followers for future partnerships, volunteer engagements and individual & corporate donations/grants, and hope to be able to both share updates / pictures and discussions prompts every week while staying sensitive to the safety risks our vulnerable girl leaders may run from sharing any personally identifiable details.

If you have experience in social media content creation & updates along with a passion for being involved in a social impact movement for empowering underprivileged girl leaders through sport, get in touch. We'd love to hear your own story, and discuss if/how you could join us.

### Commitment & Stipend

INR 10,000 per month for 8 hours a week

### Responsibilities

- **Design & implement social media initiatives** aligning with marketing/fundraising plans, to build, grow and track online engagement (including communication with followers), overseeing social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout), and ideas to improve SM engagement.
- **Generate, edit, publish, share** engaging content (e.g. original text, photos, videos and news), monitoring web traffic metrics and ensuring the website is updated weekly.
- **Build awareness and amplify messaging** around various programs, events, fundraising, stories of girl leaders and partner initiatives.

### Desired skills

- 2+ years of experience in running Social Media campaigns to increase awareness, engagement and fundraising, preferably with exposure to marketing social impact efforts or fundraising.
- Ability to deliver creative content (text, image and video), with hands-on experience in web design & content creation, with some Proficiency in Canva or Photoshop, or any other digital imaging app for editing.
- Adequate verbal communication skills to get by, but excellent writing skills to inspire readers towards taking action.