

Social Media Coordinator: Digital Voice for Change

Volunteer Role Description



The Mission

To uplift and empower women who are experiencing or at-risk-of homelessness through in-kind support, education, and community participation. At The Shoebox Project, we believe that a small gesture can have a profound impact. You're doing so much more than delivering gifts; you're delivering hope and human connection.

The Opportunity

As the Social Media Coordinator, you are the digital storyteller for our mission. You will use your creativity and technical savvy to build a local community of supporters, raise awareness about women's homelessness, and drive the success of our gift campaigns through strategic online engagement.

Your Impactful Responsibilities

- **Community Awareness and Growth:** Through a social media plan that aligns with both chapter goals and national marketing strategies, grow an online community of like-minded local businesses, companies, groups, individuals to increase awareness and support of The Shoebox Project and your local chapter and its ongoing initiatives.
- **Content Creation:** Design and implement engaging posts that highlight local initiatives while maintaining strict adherence to The Shoebox Project's branding guidelines.
- **Community Education:** Help educate your online community on the correlation between women and homelessness to attract local support.
- **Performance Tracking:** Measure the success of Chapter campaigns to help dictate future strategies and stay ahead of the latest social media trends and best practices.
- **Team Collaboration:** Attend regular meetings with your fellow chapter members to gain insight and share strategies for success.

What You Bring to the Team

- **Platform Expertise:** Excellent technical skills and knowledge specifically with Facebook, Instagram, and Canva
- **Communication Skills:** Strong verbal and written communication skills with a creative storyteller mindset
- **Leadership Mindset:** Strong organizational and time-management skills with the ability to lead your chapter with a strategic online engagement plan with the ability to follow through.
- **Technical Readiness:** You have your own computer/laptop for project-related correspondence.

Commitment & Logistics

- **Time:** A flexible commitment of **2–5 hours per month** from February to September, increasing to **2 hours per week** during the peak campaign season (October to January).
- **Duration:** A minimum commitment of one drive season is required.
- **Training:** Comprehensive training and supervision are provided by the Local Coordinator through video conferencing, in-person sessions, or written guides.

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Why Join Us?

This role allows you to utilize your professional digital skills to play a direct role in supporting women in need. You will build valuable, transferable skills, network with a passionate team, and may receive a letter of reference upon successful completion of your term.

Screening Requirements

Applicants must complete a Volunteer application form; Interview, References..

How to Apply

*The Shoebox Project is an equal opportunity charity committed to diversity, equity, and inclusion.
We welcome all interested parties and provide accommodations upon request.*

Complete our [General Volunteer Application Form](#) or Email: karen@shoeboxproject.com