



Social Media Leader

Volunteer Role Description

Updated February 9, 2026

www.forthechildren.org/volunteer

For The Children (FTC) mobilizes the local Church to create life-changing moments for children who have experienced relational trauma. With over 8,000 volunteers across 44 states and 9 countries, we reach over 6,000 children in foster care through our mentoring programs and summer camps.

FTC relies on volunteers to fulfill our mission of mobilizing the local Church to create life-changing moments for children who have experienced relational trauma. As such, the Social Media Content Leader is a volunteer position (or missionary volunteer position) adhering to the definitions and standards outlined in the FTC Volunteer Handbook.

Reports to: Director of Marketing & Communications

Approval: All strategy, scheduling, and content are subject to approval by the Director of Marketing & Communications. By accepting this role, the volunteer/intern agrees that all developed content becomes the property of For The Children (FTC).

Note: This role may be shared by multiple volunteers/interns working collaboratively.

The Content & Social Media Volunteer/Intern is responsible for creating and managing compelling content across FTC's digital platforms, including blogs, emails, and social media. The goal is to enhance brand visibility, engage our community, and share stories that reflect FTC's mission to serve children who have experienced relational trauma.

Aspects of this role may be delegated to multiple volunteers who fulfill the role together.

Volunteer Responsibilities

Content Creation & Strategy

- Create and curate compelling content for social media (text, images, videos, reels, carousels, GIFs, and other multimedia formats).
- Write and edit blog posts that align with FTC's voice and mission.
- Adapt blog content into email previews for distribution to large audiences.

Platform Management

- Maintain and update FTC's social media profiles (e.g., Facebook, Instagram, LinkedIn), ensuring consistency in branding and messaging.
- Use social media management tools to plan, schedule, and publish posts based on a content calendar.

Community Engagement



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- Actively engage with FTC's online community by responding to comments and messages.
- Foster discussion and build relationships with followers to increase brand clarity, awareness, and loyalty.

Collaboration & Communication

- Collaborate regularly with the Director of Marketing & Communications to align on messaging, direction, and strategic goals.
- Participate in regular check-ins, at minimum biweekly.

Trend Monitoring & Innovation

- Stay current with trends and best practices in social media marketing, blogging, and digital engagement.
- Recommend and implement innovative approaches where appropriate.

Volunteer Position Competencies

- Excellent communication, copywriting, and editing skills
- Strong design instincts and proficiency in content creation tools
- Creative storytelling abilities with attention to tone and audience
- Familiarity with social media platforms and scheduling tools
- Strong relationship-building skills; able to engage and influence internal and external stakeholders
- Experience with Royal Family KIDS Camp and/or Mentoring programs is a plus
- Passion for serving children who have experienced relational trauma and a deep alignment with FTC's mission

Location – Remote, with option of occasional office space at the Santa Ana, CA office