



“Empower one who can empower others.”

A project inspired by Canada World Youth and KENVO

www.educationispower.org

Volunteer Position: Social Media Officer

Education Is Power's mission is to improve access to effective education for Africa's future leaders, while also connecting youth cross-culturally to inspire responsible global citizenship.

Position description prepared by Dave Cuddy, Founding Director of Education Is Power

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Position Summary: The Social Media Officer of Education Is Power Africa (EIP Africa) is responsible for engaging the public in news on education and empowerment, as well as updates of supported students progress. The social media officer also designs e-appeals based on supported student's stories and other related work EIP is doing. An emphasis is to be put on increasing followers/supporters through recognized social media platforms such as Facebook, Twitter, and more.

Description of Duties:

- Oversee utilization of social media outlets.
- Design new social media pages for EIP or improve existing ones.
- Post relevant stories of EIP.
- Post related news links that make connections to youth empowerment, and relieving poverty through education and empowerment, especially in Africa but also in other parts of the world.
- Work together with EIP Student Advocates, and other EIP members in East Africa to collect news stories that can be condensed into short posts with photos or video.
- Collaborate with other members to maximize the amount of posts and quality of content.
- Develop strategies to increase the number of followers/supporters.
- Design promotional materials and assist in designing e-bulletins
- Opportunity to participate in Skype meetings between Canadian and East African members of EIP.
- Opportunity to take on other duties as desired.
- Desire to visit East Africa and do work in the field.

Skill requirements and attributes:

- Well organized.
- Creative.
- Writing, especially with regards to condensing stories that draw in readers.
- Ability to collaborate on Microsoft One Drive and Google G-Suite (or willingness to learn).
- Understand current trends in social media and have experience in best ways to utilize social media.

- Ability to utilize a variety of social media apps as well as communication apps via smartphone or tablet.
- Flexibility.
- Problem solving.
- Ability to work independently.
- Dependable, enthusiastic and committed.
- Ability to delegate tasks.

Organizational Relationships / Supervision: The Social Media Officer reports to the Executive Director, board of trustees, and founding members.

Training and Orientation: You will be given written instructions, support materials and further information to gain a better understanding of Education Is Power. There will be an initial in-person orientation and ongoing support as required.

Time commitment: The Social Media Officer must commit to filling the position for a minimum of one year. The time commitment varies from 3 to 5 hours per week.

Working conditions: We require the volunteer to use their own computer and work from home. Necessary minor expenses will be reimbursed upon submission of receipts and/or detailed log.

Benefits:

- Make measurable impacts on the lives of disadvantaged youth in East Africa, enabling them to help others in their community.
- Build international non-profit experience attractive to future employment in the sector.
- Gain leadership experience.
- Gain meaningful relationships with remarkable Kenyans and Tanzanians who help their communities in East Africa.
- Possibility to complete a subsidized internship in East Africa.
- Recognition through letters of reference.
- Recognition through reporting your work achieved on the EIP website and possibly other news media.
- Honorarium is negotiable for exemplary work.

Additional Information:

We are a small organization that strives to grow to make a greater impact. Since EIP Africa's inception in 2008, we have enabled over 100 East Africans to study at public secondary and post-secondary schools in Kenya and Tanzania. To a smaller level, EIP also supports Kenyan teachers at partner schools. We have been running leadership and empowerment programs since 2012. Our post-secondary student's help mentor younger students and organize EIP initiatives. We are also involved in outreach at Canadian schools to foster community volunteerism and responsible global citizenship. This outreach also involves Skype video conferencing between Canadian and Kenyan youth which helps lead to fundraising for EIP.

Please submit your resume and cover letter to info@educationispower.org to apply.