



Social Media Specialist

Who we are: Empower Amsterdam is a charitable foundation that supports non-Dutch speakers, who are unemployed, with free career coaching and workshops. As a team, we really care about the people we want to help. We are passionate about helping people who are unemployed. Our goal is to help them work out the roller coaster of emotions that come with unemployment so they can get to the other side of things. We know that unemployment can feel hopeless and cause people to feel insecure about themselves. By helping to change their mindset and be a sounding board our clients can feel **empowered** to find the job or career they always wanted.

Location: Work from Home and able to meet in Amsterdam once a month (whenever we are allowed to) for our in-person meetings

Purpose of the Position

The Social Media Specialist will align with our overall marketing objectives in the areas of social media. You are a key member of the marketing team making sure we utilize social media in the right ways so we can be in touch with the people we most want to help. Your role coordinates and supports our ambitious goals to help our communities.

Responsibilities and Duties

There are definitely some key tasks that you will be responsible for in this role. First and foremost, we are a team. We work together on everything so even though you are taking a lead on some of these things, you are not alone in doing everything. We support each other because we believe in the power of what we are doing. Each volunteer is a valued member of our team, we will train you on the different admin tools we use, and allocate responsibilities in line with your abilities. You will have the back-up and support of us all.

- Generates, edits, publishes and shares content (original text, images, video) that builds meaningful connections and encourages community members to take action
- Co-creates editorial calendar for social media platforms
- Collaborates with the marketing team's members to manage the social media initiatives

Qualifications

Qualifications and skills are important but it's not everything. We're looking to bring people on our team who want to help others. We are a team of people who feel passionate about the work we are doing together. We share this drive that we are making a difference in someone's life. So we're looking for new team members who also share this drive and passion. If you have that then the rest will fall into place. Below are the skills and qualifications in our ideal candidate however, skills can be learned and experience can be gained. What we can't teach is passion.

- Fluency in English is a must
- Compassion for others when they are in a difficult situation
- Tolerance for other nationalities and their way of reacting or responding to things



- Able to manage stress and know to slow down. Nothing is more important than your health. Always speak up about how much you can handle.
- Self-starter- You should be someone that is comfortable working with little direction
- comfortable with technology - we use apps and programs to get our work done - You will need to feel comfortable using them or learning how to use them

Commitment Expected

We expect 2-5 hours per week. Our ultimate goal is to balance out the workload. Ideally you are able to commit for 6 months.

What We Give to YOU!

We freely share our knowledge with each other. If you are a good fit for our team, this is the place to grow as a person and a professional. Here you can gain new skills and test out your ideas. You can attend our workshops for free. And naturally, we offer free 1 to 1 coaching to our volunteers.

Start Date: ASAP