

## **Volunteer Content Creator**

### Introduction

Volunteer content creators play a key role in increasing awareness, engagement, and support for the organization's work. Their efforts will help amplify the stories of those the organization serves and inspire action from a wide variety of audiences.

### Responsibilities

#### 1. Background Research and Information Gathering

- Research topics relevant to the organization's mission, goals, and current projects.
- Review organizational information including funding proposals, reports, media stories and more.
- Interview program participants, volunteers, and staff.
- Participate in a monthly content creation strategy meeting to share research, ideas and help set FYF's monthly social media content calendar, website and newsletter needs.
- Help identify trends, keywords, and opportunities to enhance the visibility and engagement of content.
- Collaborate with organization staff, volunteers and program participants to gather accurate and updated information for stories and posts.

#### 2. Content Creation

- Create compelling content on a variety of topics, including human-interest stories, acknowledgement of partners and donors, awareness campaigns, FYF events and fundraising efforts, FYF impact.
- Provide content in various lengths and styles to support the FYF website, newsletter and social media strategy.
- Develop targeted and engaging posts, captions, and visuals for social media platforms.
- Utilize multimedia tools to produce photos, videos, and graphics that complement content themes.
- Ensure all content aligns with the organization's branding, tone, and messaging guidelines.

### Reporting

Content Creators are part of FYF's Communications and Marketing Team and report to the Incoming CEO/Executive Director.