

# Job Description: Social Media Manager



## About Serve The City

Serve the City is a movement of volunteers around the world connecting with local opportunities to serve in our cities. Many people want to get involved in the community and help in some way, but it's hard to know where to start or if the simple things we might do would make a difference. Serve the City organises events where volunteers can start by showing kindness in practical ways to people in need, believing that many people doing small things together can make a big difference. Serve the City began in Brussels in 2005, and came to Luxembourg in 2012, where it has become the leading charity for the expat community.

## Role

The Communication Officer will, in collaboration with the Communication Manager, oversee all communication aspects of the charity. He/she will support the promotion of our activities on social medias or during events and projects in line with STC International guidelines in order to achieve our established mission and objectives.

## Main tasks

- Take part to the definition of the Communication strategy
- Follow STC International communication annual calendar
- Develop social medias contents specific to STC Luxembourg (Facebook, Instagram, LinkedIn, Twitter)
- Develop short videos and stories for Facebook and Instagram in order to attract new followers
- Take photos during events and projects
- Identify opportunities to improve our general communication
- Promote STC values and shape a positive culture within the charity
- Share regular updates and reports regarding Communication to the board

The Communication Officer is a member of the Communication committee and participates in related meetings.

## Skills and capabilities:

- Experience in voluntary organizations as an asset
- Knowledge and experience with social media contents
- Experience with Graphic Design softwares
- Experience with Video editing softwares is a real asset
- Excellent organizational skills
- Ability to communicate clearly
- Fluent in English. Good knowledge of French an advantage

Please note that as we are 100% volunteer based charity, all positions are unpaid work at the service of the Community and should not represent more than few hours a week. To apply please send your resume and cover letter to [hr@servethecity.lu](mailto:hr@servethecity.lu) or send a quick application through this [form](#).