

Job Title: Social Media & Community Engagement (Volunteer)

Organization: Leader Transition Institute (LTI)

Location: Remote

Commitment: Part-time (approx. 5–10 hours per week). Most weeks average closer to 5 hours, with occasional increases around events or campaigns.

Reports To: Marketing Manager

About Leader Transition Institute

The Leader Transition Institute (LTI) is a non-profit organization dedicated to providing individuals in transition—specifically service members, veterans of any era, and military spouses—with the skills and resources necessary to successfully navigate their next steps. Through our flagship program, Changing Focus: Moving From We to Me, we empower leaders to redefine their identity and find purpose in their post-service lives.

The Role

Are you a digital storyteller with a passion for helping others succeed? We are looking for a creative and mission-driven volunteer to join our social media and community engagement team. You will play a vital role in amplifying our voice, sharing the success stories of our participants, and building a community for those entering new chapters of their leadership journey.

Key Responsibilities

- **Assist in the design and writing of engaging posts for Facebook and Instagram** that align with LTI's brand and mission.
- **Execute posts** using an existing monthly content calendar provided by LTI.
- **Monitor social channels, respond to comments, and foster meaningful interactions** with our followers.
- **Promote upcoming events**, such as workshops, webinars, and the Changing Focus: Moving From We to Me program, to increase enrollment and donor support.
- **Share basic monthly metrics** (reach, engagement) using platform insights—no advanced analytics required.

What We're Looking For

- **Mission Alignment:** A genuine interest in supporting those we serve.
- **Communication Skills:** Strong writing, editing, and storytelling abilities.
- **Tech Savvy:** Familiarity with social media platforms, particularly Facebook and Instagram, and design tools like **Canva**.
- **Reliability:** Ability to manage your own schedule and meet deadlines in a remote environment.

- **Experience:** Previous experience in social media management or marketing is a plus, but we welcome students or career-changers looking to build their portfolios!

Support & Structure

You'll receive:

- A clear brand voice guide and content themes
- A monthly content calendar
- A single point of contact for approvals and questions

You won't be expected to "figure it out alone."

Why Volunteer with LTI?

- **Make an Impact:** Directly contribute to the success of those we serve as they navigate life-changing transitions.
- **Build Your Portfolio:** Gain hands-on experience in non-profit marketing and social media strategy.
- **Flexibility:** This is a 100% remote role with a flexible schedule that fits your life.
- **Our Values:** We're a small, mission-driven organization that values clarity, follow-through, and respect for people's time.
- **Networking:** Connect with a community of dedicated professionals and military leaders.

How to Apply

This is an unpaid, volunteer position intended for individuals who wish to contribute their skills in support of LTI's mission. If you're ready to help us change the narrative for leaders in transition, we'd love to hear from you! Please send a brief introduction and a link to your portfolio (or examples of your work) to admin@leadertransitioninstitute.org