

Social Media & Communications Coordinator

About the Organization

The Martha Olson-Fernandez Foundation (MOFF) is a mission-driven organization dedicated to finding a cure for ALS. We work to advance ALS research and support those living with the disease through programs, partnerships, and community engagement. We're looking for a creative and proactive Social Media Coordinator to help amplify our mission and engage our growing community.

Social Media & Communications Coordinator Summary

The Social Media & Communications Coordinator will serve as MOFF's primary lead for the planning, creation, and execution of social media content across all organizational channels. This role is ideal for someone early in their communications career who is excited to take ownership, build processes, and shape an organization's voice and online presence. The coordinator will help maintain brand consistency, track performance, and ensure the MOFF's mission and impact are communicated authentically, clearly and consistently.

Key Responsibilities

Content Creation & Publishing (45%)

- Develop and manage MOFF's social media presence across platforms including Instagram, Facebook, LinkedIn, and email (Constant Contact)
- Create, write, edit, and schedule original content that reflects MOFF's mission, programs, fundraising efforts, and events
- Design basic graphics, short videos, and visual assets using tools such as Canva
- Build and maintain a content calendar to ensure consistent posting and alignment with organizational priorities
- Lead live or real-time posting during key events, campaigns, or program moments

Community Engagement & Branding Voice (25%)

- Monitor and respond to comments, messages, and mentions in a timely and professional manner
- Establish a consistent and authentic brand voice for MOFF's digital channels
- Engage with supporters, partner organizations, and the broader ALS community online
- Identify and elevate community stories, testimonials, and relevant partner content

Analytics, Reporting & Optimization (10%)

- Track and analyze social media and email performance using platform analytics
- Prepare simple monthly reports highlighting growth, engagement, and key insights
- Recommend content and strategy improvements based on performance data

MOFF | Cure ALS

- Experiment with basic testing and optimization (e.g., post timing, formats, messaging)

Cross-Organizational Collaboration (20%)

- Work closely with MOFF leadership, board members, and program partners to gather stories, updates, and content ideas.
 - Manage vendors relevant to marketing and social media
 - Support fundraising, advocacy, and event communications through coordinated digital messaging
 - Help ensure consistent messaging across all public-facing channels
-

Qualifications

Required

- 1–2 years of experience (including internships or volunteer roles) in social media, digital communications, or a related field
- Strong writing and editing skills with the ability to adapt tone for different audiences
- Familiarity with major social media platforms and current digital trends
- Basic graphic design and/or video editing skills
- Ability to work independently, manage multiple priorities, and meet deadlines
- Interest in or passion for social impact, healthcare, or nonprofit missions

Preferred

- Experience with Canva or similar tools
 - Knowledge of social media analytics or scheduling tools
 - Understanding of SEO, email marketing, or digital advertising
-

Work Environment & Benefits

- Collaborative, mission-driven team
 - Flexible work environment (remote position)
-

Compensation & Hour Requirements

- Pro bono or \$50/hour
- Project-based hours; Average hours: 8 hours a week