

Social Media Coordinator

StandwithKashmir (SWK) is a Kashmiri-driven independent, transnational, grassroots movement committed to standing in solidarity with the people of Indian occupied Jammu, Kashmir, and Ladakh (henceforth referred to as “occupied Kashmir” or “Kashmir”) in ending the Indian occupation and supporting the right to self-determination of the pre-partition state of Jammu and Kashmir.

SWK is seeking a Social Media Coordinator to join our passionate and driven team. The Social Media Coordinator will help convey our mission as a brand, through visually compelling graphics for social media, SWK website, and multiple materials for print and digital collateral, with a focus on digital-forward design. The Social Media Coordinator is responsible for the conceptualization, design, execution, delivery, and maintenance of ongoing projects within SWK from a digital content perspective. The Social Media Coordinator will be working closely with our Marketing Team and Campaign Lead(s) as needed. This position is paid and completely remote. SWK uses social media to:

- Foster awareness on the issue.
- Develop relationships and build a coalition with like-minded organizations and movements.
- Build our brand.
- Drive traffic to our site.
- Recruit and mobilize activists

Primary Responsibilities:

- Strategize a weekly line-up of topics to post about and coordinate research tasks with the research coordinator and social media team
- Actively contribute to and manage a social media calendar to facilitate with posting on specific days/events
- Create content in Canva that is compelling and increases both our overall audience size and engagement
- Adhere to brand marketing guidelines and organizational language for all communication/posts
- Determine the frequency of posting and post content at the most optimal time
- Search for Kashmir specific news on a daily basis and share selected news from credible sources on our Instagram
- Monitor and manage our Instagram including DMs, comments.
- Repost/restory our allies and partners as needed
- Design responsibilities:
 1. Use content from our research coordinator to summarize important points and create compelling content (graphic, infographic, video, or other formats) in canva
 2. Use canva or Instagram design tools to create stories on Instagrams

Primary Qualifications:

- Expertise in Social Media (especially Instagram)
- A minimum of 1 year of social media management experience on platforms like Instagram, Facebook, & Twitter.
- Familiarity with tools like Adobe Photoshop, Adobe InDesign, G-suites, Canva, or other apps to enhance social media.
- Experience in analyzing trends, audiences, coordinating effective digital and social media strategies by testing different strategies. Experience reporting and analyzing data and presenting results and recommendations.
- Working knowledge of SEO and keyword optimization.
- A creative eye for photography + video creation for social media
- Video creation skills (elementary level is acceptable)
- An understanding of standard digital marketing KPI (Key Performance Indicators)
- Have had previous experience as nonprofit consultants/independent contractors.

Please send a resume and cover letter to info@standwithkashmir.org. Applicants will be interviewed on a rolling basis and are encouraged to submit an application as soon as possible.

StandWithKashmir does not and shall not discriminate on the basis of race, color, religion (creed), caste, gender, gender expression, age, national origin (ancestry), disability, marital status, or sexual orientation in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for all members of our team.