



REVEALING HOPE
RESTORING LIFE

Role Title & Details

Role Title: Social Media Manager

Team / Capacity: Communications

Reports to: Communications Lead

Location: Remote (Australia wide)

Employment Type: Volunteer Part Time

Date Prepared: 30 April 2026

Role Identity Statement

This role exists to amplify and advocate for our mission's global reach, engaging digital communities to participate in life-changing humanitarian work. The Social Media Manager connects followers to purpose by sharing stories of resilience, driving awareness for water and disaster projects, and ensuring our core message of hope is effectively communicated to mobilise support for vulnerable populations.

Theological & Cultural Posture (Heart of the Leader)

- Leads from a deep, abiding relationship with God
 - Demonstrates compassion and a heart for justice and dignity
 - Values people and community engagement
 - Builds unity across diverse groups and settings
 - Leads with humility, initiative, and faith
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Purpose of the Role

To expand and elevate our digital reach by mobilising online communities, driving awareness campaigns, and ensuring the effective communication of our humanitarian aid, water, and disaster response efforts for global impact.

Strategic Alignment (5-Year Direction)

- Position the organisation as a leading digital authority for authentic storytelling on medical missions, water projects and disaster response.
 - Build a self-sustaining online community that converts passive followers into volunteers/missionaries or GAIIN Ambassadors, e.g. long-term monthly donors and mission advocates.
 - Scale our digital footprint across emerging platforms to inspire and engage the next generation of global citizens.
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Primary Contribution (2-3 Years)

- Execute integrated social media campaigns that drive measurable growth in funding for humanitarian aid, clean water and emergency relief efforts.
 - Increase community engagement by turning social platforms into active hubs for meaningful dialogue and supporter connection.
 - Standardise content production workflows to ensure field stories are shared consistently and professionally across all channels.
 - Form strategic digital partnerships with influencers and mission-aligned organisations to amplify our reach and impact.
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Key Responsibilities

1. Content Strategy & Creation

- Assist in planning, creating, and scheduling content for Instagram and Facebook.
- Source and repurpose stories, photos, and updates from project reports and internal libraries.
- Stay up to date with social media trends relevant to nonprofit storytelling and digital engagement.

2. Community Engagement & Monitoring

- Monitor messages, comments, and engagement to foster community.
- Escalate inquiries where appropriate to ensure professional communication.

3. Collaboration & Innovation

- Partner with the Communications Lead to align messaging with current campaigns and events.
 - Suggest creative ideas to grow digital reach and mission impact.
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Leadership Framework Expression

Heart of the Leader: CHARACTER (Heart)

Actively growing in your love for God by:

- Spending regular time with God
- Demonstrating compassion and care in all interactions
- Serving others with humility and purpose

Expressing God's love for others by:

- Creating welcoming and inclusive environments
- Encouraging and valuing volunteers
- Promoting dignity for women and girls globally

Coach – Supports and encourages the online community to advocate for our mission with confidence

Direction Setter – Brings clarity and structure to digital campaigns and storytelling workflows

Change Agent – Expands global engagement and digital impact of our humanitarian initiatives

Spokesperson – Shares the vision and global impact of GAIN Australia with passion online

Measures of Fruitfulness (2-3 Years)

- Growth in digital community size and engagement across all core social media platforms.
 - Increased conversion of online followers into active donors, volunteers, and mission advocates.
 - Consistent delivery of high-quality storytelling that documents the impact of water and disaster projects.
 - Measurable rise in brand awareness and organisational reach within the humanitarian sector.
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Nature of the Appointment

- Volunteer role (approx. 5 hours per week)
 - Remote (Australia wide)
 - Combination of digital coordination, community relationship-building, and hands-on storytelling from the field
 - Requires strategic initiative, high-level organisation, and a heart for mobilising online communities toward humanitarian action
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Support & Training

- Initial orientation and onboarding covering brand voice, digital ethics, and humanitarian storytelling
 - Ongoing strategic support from the team to align social content with active field projects
 - Access to media libraries and digital tools for effective campaign management and community engagement
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Review Rhythm

This role will be reviewed regularly in alignment with project growth and team support needs, ensuring ongoing effectiveness and development.