



## Volunteer Position Description

### Community Connections – Digital and Social Media Analyst

#### About Mother's Choice

Mother's Choice is a local charity serving the many children without families and pregnant teenagers in Hong Kong. We join hands with our community to give hope and change the life stories of vulnerable girls and babies. Our vision is to see every child in a loving family.

#### Position Summary

Volunteers are the backbone of Mother's Choice! We believe it takes a village to raise a child, and we work alongside passionate and committed volunteers who donate their time and talents to serve our children, youth, and families. We cannot run any of our services for children, youth, and families in crisis without the support of volunteers.

Community Connections (CC) department strives to raise awareness of the work Mother's Choice does and shares the needs of the vulnerable children and young girls we serve with the community.

**Position:** CC - Digital and Social Media Analyst  
**Department:** Community Connections  
**Location:** Work from home

#### Responsibilities

- Aware of digital and social media trends (Facebook, Instagram, LinkedIn, etc.)
- Conduct social media and campaign analysis - providing insights for campaign optimizations
- Proactive in sharing meaningful insights on a regular basis
- Help improve the performance and provide recommendations

#### Benefits

- Build your portfolio
- Become acquainted with other "like-minded" volunteers
- Create a sense of purpose by connecting to your community and making it a better place
- Gain work experience in a charity

#### Requirements

- Experience in social media and website data analytics
- Advance knowledge of social media data gathering, extraction, manipulation and interpretation
- Proficient working knowledge of social media platform analytics, Google Analytics and its functions for data analysis
- Fluent in English. Knowledge in Chinese is a plus.
- Must share the commitment of Mother's Choice in upholding the safety and protection of children as paramount

#### Commitment



- About 6-8 hours per month
- From September 2020 to December 2020
- 4-month commitment

To ensure the highest level of commitment and care to our stakeholders, the process of becoming a volunteer is as follows:

1. Attend a "Get to Know Mother's Choice" Information Session
2. Attend an individual / group interview
3. Complete "Introduction to Child Protection" eLearning course

### Application Procedures

If you are interested in this volunteer position, please register for one of our upcoming **"Get to Know Mother's Choice" Info Sessions**. If you have already attended a session, please email us at [mcvolunteers@motherschoice.org](mailto:mcvolunteers@motherschoice.org) with the information below:

1. Your resume
2. Your portfolio if available
3. Your availability (e.g. dates and time that you are available for service)

You will be contacted through email when a need that matches your application arises.

We look forward to joining hands with you to give hope and change life stories!