

Social Media & Marketing Volunteer

Blessed Emilina Apostolate

Position Overview

The Social Media & Marketing Volunteer supports the mission of Blessed Emilina by strengthening our digital presence and promoting apostolate initiatives through creative, mission-driven communications. This role is responsible for managing social media platforms, collaborating on email marketing campaigns, and designing promotional materials for events and programs.

This volunteer plays a key role in evangelization through media, ensuring all communications reflect the beauty, dignity, and Catholic identity of the apostolate.

Key Responsibilities

Social Media Management

- Manage and maintain Blessed Emilina's social media platforms (e.g., Instagram, Facebook, etc.)
- Develop and schedule engaging, mission-aligned content
- Write captions that reflect the Catholic identity and voice of the apostolate
- Monitor engagement and respond to messages or comments as appropriate
- Track basic analytics and suggest improvements for growth and outreach

Event Promotion & Visual Design

- Design flyers, graphics, and promotional materials for events and initiatives
 - Create cohesive branding elements for campaigns and seasonal programming
 - Ensure all materials are visually consistent with the apostolate's identity
 - Prepare graphics for both digital distribution and print use
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Qualifications

- Practicing Catholic who supports the mission and values of Blessed Emilina

- Strong written communication skills
 - Familiarity with social media platforms and content scheduling tools
 - Basic graphic design skills (Canva, Adobe, or similar platforms)
 - Organized, reliable, and able to meet deadlines
 - Collaborative spirit and openness to feedback
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Time Commitment

- Approximately 3 hours per week (flexible based on season and event schedule)
 - Some increased availability may be needed leading up to major events
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Spiritual Disposition

This role is not only administrative but missionary. The ideal candidate approaches communications as a form of evangelization and service to the Church, striving to communicate truth, beauty, and charity in all content.