

Position Description for FPMTNA Branding and Digital Content Coordinator (remote volunteer)

FPMT's North American Regional Office is seeking a creative and organized individual to help develop and manage our branding, website and social media content. The goal is for these platforms to serve as 1) educational resources for diverse audiences including those new to Buddhism and/or FPMT and 2) a hub to connect with nearest FPMT centers and online courses/events.

Responsibilities include:

- Initially this role will focus on setting up our branding, extensively redesigning the website (fpmtna.org) and launching an expanded social media presence (currently only on Facebook).
- Afterwards the role will transition to creating social media content to maintain engagement as well as regular website updates and content management

Qualifications:

- Strong familiarity with FPMT
- Proven experience in digital content creation, social media management, and branding
- Proficiency in content management systems (CMS), social media platforms, graphic design tools, analytics and search engine optimization best practices
- Excellent communication and interpersonal skills for effective collaboration with team members and digital audience
- Must be reliably available on a regular basis

Time commitment:

- Start date is ASAP
- Initial set-up will hopefully be completed by early 2025 (hours required TBD)
- Ongoing social media and website maintenance is estimated at 5 hours per week

To apply:

- Please send your CV/resume and cover letter to fpmtnorthamerica@gmail.com