

Job Title

Social Media Coordinator (Part-Time)

Reports to

Operations Manager until a permanent Executive Director is named

(Collaborates closely with *The Madvocate* Newspaper Editor and the Advocacy and Education Coordinator)

Position Summary

MadFreedom Advocates seeks a **Social Media Coordinator** to oversee all digital platforms, cultivate an engaged statewide online community, track impact through analytics, and publish a concise monthly Mailchimp newsletter featuring *The Madvocate*'s content and upcoming activities and events. Carved from the former Communications Coordinator role, this standalone position delivers a cohesive digital presence that advances *The Madvocate* and MadFreedom Advocates' statewide education and advocacy initiatives.

Primary Responsibilities

1. Strategic Planning

- Develop and maintain a rolling 90-day content calendar aligned with MadFreedom Advocates' campaigns and *The Madvocate* publication schedule.
- Ensure that social media activities meet grant-mandated performance measures for engagement and reach.

2. Content Development and Publication

- Draft, edit, and publish posts, graphics, short videos, and live-event updates across Facebook, Instagram, Bluesky, Threads, and any emerging platforms.
- Uphold accessibility standards by providing plain language captions, alt-text, and accurate descriptions.
- Curate and distribute a concise monthly digital newsletter using Mailchimp
- Maintain and regularly update MFA's online statewide calendar of events, ensuring each listing is accurate, timely, and promoted across all social media platforms.

3. Community Engagement

- Build and maintain strategic relationships with ally organizations on social platforms—regularly cross-post, amplify partner content and events, and coordinate joint campaigns—to deepen solidarity and grow a coalition for collective liberation.
- Monitor comments, encourage constructive dialogue, and escalate concerns or opportunities to the appropriate staff.

- Host or support live online events such as Q&A sessions, polls, or livestreams during key legislative or community moments.
- Keep MadFreedom Advocates' statewide email list current, accurate, and well organized

4. Analytics and Reporting

- Track reach, interactions, follower growth, and newsletter open/click rates.
- Prepare and present a succinct metrics report at the end of each quarter for internal review and grant compliance.

5. Collaboration and Coordination

- Repurpose newspaper articles and organizational resources for digital audiences.
- Coordinate closely with the Advocacy & Education Coordinator to promote events, legislative alerts, and training opportunities.
- Participate in team meetings
- Other duties as requested

Essential Qualifications

- Demonstrated lived experience of psychiatric survivorship, mad identity, or allied movements, and a commitment to centering that perspective in public communication.
- Relevant experience managing social media accounts
- Proficient written communicator able to render complex information at approximately a high school reading level.
- Working knowledge of major social media platforms, basic graphic or video editing tools, and analytics dashboards.
- Familiarity with Mailchimp—or a willingness to acquire proficiency quickly.
- Proven ability to meet deadlines, work independently in a remote environment, and collaborate effectively

Desirable Attributes

- Knowledge of Vermont's mental health advocacy landscape and legislative process.
- Understanding of WCAG accessibility guidelines.
- Successful completion of Intentional Peer Support core training

Hours, Compensation, and Work Environment

- **Schedule:** Up to 10 hours per week; flexible scheduling with required attendance at specified virtual meetings.
- **Status:** Hourly, non-exempt
- **Compensation:** \$25.00/hour
- **Location:** Remote

Application Procedure

Submit a single PDF containing a cover letter, résumé, and two samples of relevant digital or newsletter work to jobs@madfreedomadvocates.org. Please use the subject line “**Social Media Coordinator – [Your Name]**”. Applications will be reviewed on a rolling basis until the position is filled.

Please note: all application materials will be reviewed for editorial precision—submissions with typographical, spelling or grammatical errors will not advance to the interview stage.

About MadFreedom Advocates, Inc.

MadFreedom Advocates is a grassroots, non-profit organization run by and for psychiatric survivors, mad folks, and others marginalized by the mental health system. We’re working towards equal rights, better services, and ending discrimination.

MadFreedom Advocates works across Vermont to support leadership, education, and advocacy for people with lived experience of trauma, institutionalization, neurodivergence, extreme states, or other marginalization by sanism.

We value curiosity, candor, mutual support, and collective liberation. Individuals harmed by psychiatric systems are strongly encouraged to apply.