



## **Job Description: Social Media Volunteer**

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### **Organization Overview**

Maddux Achilles Haggard was born on Feb. 4, 2005, with a condition incompatible with life. On the sixth day of his young life, his parents Mike and Cheryl Haggard had to make the excruciating decision to take him off life support. Before they did, they called photographer Sandy Puc' to take portraits of them cradling their son. Puc' photographed the couple with Maddux at the hospital before he was removed from life support and after — when he was free from the tubes and the wires that had sustained him.

Those tender photographs documenting Maddux's eternal connection with his parents inspired Cheryl Haggard and Sandy Puc' to begin the nonprofit organization, Now I Lay Me Down to Sleep (NILMDTS). Since 2005, NILMDTS has provided tens of thousands of parents with the free professional portraits of their baby. NILMDTS administers a network of over 1700 volunteer photographers in the United States and around the world.

### **Overview of Social Media Volunteer**

Role to promote, develop, and maintain our online presence in order to maximize our impact and bring awareness to our services as widely as possible to the local community in hopes of reaching more families that need our services and potential volunteers to join our team.

### **Position responsibilities could include:**

- Community Volunteer Training for understanding of our policies and procedures.
- Keep our social media channel updated on a frequent basis.
- Engaging with our online community and making sure that all comments/questions are responded to.
- Searching for relevant channels to reach our diverse audiences.
- Keeping up to date with the social media channel updates.
- Monthly Update Meetings with Communications Coordinator.

### **Requirements:**

- A six-month commitment, minimum of 2 hours per week.
- Goal driven, ability to self motivate, stay on task, and work independently.
- Strong time-management, organizational, and internet research skills a must.
- A frequent social media channel user.
- Have a deep passion for the mission of NILMDTS to serve families and support our volunteers.

### **Reports to:**



Communications Coordinator