



## **Social Media Coordinator**

Warrior Canine Connection – Boyds, MD

Warrior Canine Connection (WCC) is seeking a creative and motivated Social Media Coordinator to help tell our story and expand our digital presence. This role is ideal for a visual storyteller who can create original content while thoughtfully amplifying contributions from across the team. The focus is on producing engaging content, maintaining a consistent posting cadence, and building authentic connections with our community.

You'll join a collaborative communications team with expertise in design, video, and photography, and play a key role in shaping how WCC shows up across social platforms. This hands-on role balances content creation, scheduling, engagement, and performance tracking in a dynamic, fast-moving environment. Most work is completed on-site 2–3 days per week, with opportunities to capture content at events such as fundraisers, sporting events, and annual celebrations (with flexible scheduling and approved additional hours as needed). WCC provides a Mac computer, Adobe Creative Suite access, and video/photo equipment.

WCC is a nonprofit organization with a unique and highly effective service dog training model we call Mission Based Trauma Recovery. In short, active-duty Service Members and Military Veterans with combat related stress are engaged to help us train Golden Retrievers and Labradors to be service dogs. By learning to train service dogs, these Warrior Trainers are given a chance to develop practical skills such as patience, positive reinforcement, emotional regulation, and effective communication skills, while simultaneously helping to prepare the dog to assist a fellow injured Veteran in the future. Our service dogs learn up to 90 commands during a comprehensive, two-year training process. After those two years of training, the dogs are professionally matched with a disabled Veteran who has mobility impairments or psychological injuries.

The ideal candidate brings strong graphic design skills, a sharp eye for short-form video, and curiosity for emerging trends—while staying grounded in WCC's mission and voice. Beyond technical proficiency, they understand what resonates with audiences and use performance insights to guide creative decisions.

**This is a part-time, on-site position with some weekends and evenings required.**

This is a job that will truly make a difference in the world, and in the lives of the individual Veterans and Service Members we work with every day.

### **What you'll do:**

- Take a primary role in WCC's social media strategy across platforms.



- Manage and publish content on Facebook, Instagram, TikTok, YouTube, X (Twitter), and LinkedIn.
- Create engaging visual content, including graphics, photos, reels, and short-form content.
- Plan, maintain, and execute social media calendars, with attention to holidays, fun appropriate trends, and Veteran-centered events/holidays.
- Monitor comments, messages, and inquiries to foster positive, responsive community engagement at a specified frequency, shared responsibility with others on team.
- Humanize the WCC brand through authentic storytelling and consistent interaction.
- Assist with our internal dog name nomination process featured across social platforms for posting nominations.
- Track performance metrics and KPIs to inform content and engagement decisions.
- Monitor trends, tools, and analytics to continuously refine strategy.
- Attend occasional events and collaborate across departments to support visual storytelling.
- Perform other duties as assigned within the allowed budgeted time

### **Work Environment**

- On-site 20-25 hours per week at our Healing Quarters in Boyds, MD (<25miles from beltway).
- Occasional visits to nearby partners and sporting or sponsored events.
- Mac workstations, Adobe Creative Cloud, and supporting software licenses and subscriptions provided.
- Monday-Friday, with occasional evening or weekend events.

### **Required Experience, Skills, and Background**

- Associate's or Bachelor's degree in social media marketing, graphic design, communications, digital media, or a related field.
- Working knowledge of major social platforms and social management tools: Facebook, Instagram, X (Twitter), LinkedIn, TikTok, and YouTube, Hootsuite, Meta, WordPress.
- Strong visual eye with hands-on experience using Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro).
- Clear, accurate writing skills for public-facing communications (AP style preferred).
- Strong time management skills and comfort managing multiple deadlines.
- Awareness of social media trends and platform-specific content needs.
- Strong interpersonal skills with a professional, engaging communication style.
- Adaptability in a fast-paced, deadline-driven environment.
- Comfortable working on both Mac and PC.

### **Desired Experience, Skills, and Background**

- Experience with photography, video capture, or video editing.
- Familiarity with military, Veteran, or nonprofit culture is a plus.



**Veterans and military spouses are strongly encouraged to apply.**

**Compensation and Benefits:**

Job Type: part-time, on-site, 20-25 hours perweek, occasional evenings and weekends.

Salary: \$25.00-\$30.00 hourly, commensurate with experience.

If you are a creative professional who wants your work to directly impact Veterans and their families and you have the skills to execute at a high level, we would love to hear from you. Our dogs and the Veterans we serve deserve the best, and we hope you are the best candidate for our pack.

**To Apply:**

To apply for this position, please email [HR@warriorcanineconnection.org](mailto:HR@warriorcanineconnection.org), Attention: Social Media Coordinator.

Provide a cover letter, resume, and include in your resume relevant or complimentary skills specific to communications, and a link to a relevant digital portfolio of design, video, photo or relevant work done on social. It is important that the candidate can demonstrate digital media creation, visual skill, and competency.

Warrior Canine Connection is an equal opportunity employer. All qualified applicants will be considered without regard to race, color, religion, sex, age, national or ethnic origin, disability, or any other characteristic protected by law.