



United Cerebral Palsy Social Media Marketing Volunteer Job Description

Are you passionate about using your digital skills to make a meaningful difference? United Cerebral Palsy (UCP) is looking for a dedicated Social Media Marketing Volunteer to support our campaigns and outreach efforts over the next 6-12 months (approximately 5-10 hours per week). This is an unpaid, fully remote volunteer position, ideal for someone eager to gain hands-on experience in social media marketing and nonprofit communications. Since 1949, UCP has been a leading advocate for individuals with cerebral palsy and other disabilities. Join our mission to amplify voices, increase awareness, and inspire change through creative and strategic social media engagement.

Ideal candidates should have the following qualifications:

- Outstanding written and verbal communication skills.
- Experience with various social media platforms, including Facebook, LinkedIn, and Instagram.
- Excellent graphic design skills; familiarity with Canva, Adobe Creative Suite, or similar tools.
- Strong organizational skills, attention to detail, and ability to work independently as needed.
- Reliability, sound judgment, flexibility, and the ability to work on several projects simultaneously.
- Must be able to follow directions and work independently within a team environment, as well as interact with a variety of project teams.
- Administrative/support and positive, can-do attitude, committed to a collaborative work environment.
- Available at least 5 hours per week (more hours are welcome!).
- Proficient with Microsoft Office (Word, Excel, PowerPoint) and Google Apps (Gmail, Docs, Sheets).
- Experience with or willingness to learn social media scheduling and analytics tools (Sprout Social and Monday).
- Must be flexible, adaptive, and a team player with the ability to handle multiple priorities.
- Passion for the mission of United Cerebral Palsy and a desire to support individuals with disabilities.
- Currently pursuing or have completed a degree in Marketing, Communications, Digital Media, or a related field.

Responsibilities:

- Create compelling, on-brand content tailored for various social media platforms (e.g., Instagram, Facebook, LinkedIn, and others).
- Regularly post and schedule content using social media management and project management tools (e.g., Sprout Social and Monday).
- Monitor, engage, and respond to audience interactions across platforms in a timely and professional manner.
- Help track and report on social media performance using analytics tools.
- Stay updated on current social media trends, tools, and best practices to contribute fresh ideas.
- Collaborate with team members to align content with organizational campaigns, events, and advocacy priorities.
- Assist with other communications, marketing, or outreach projects as assigned.

About United Cerebral Palsy

United Cerebral Palsy (UCP) was founded in 1949, and today, its network of affiliate organizations in the United States and Canada provides a wide range of services annually to more than 300,000 children and adults with cerebral palsy and other disabilities. These services include information, resource referral, advocacy, research, educational instruction, early intervention, therapies, job coaching, integrated employment, home and community-based services, recreational opportunities, and housing assistance. UCP is committed to the mission that all people with disabilities should be treated as equal members of an inclusive society. Learn more at [UCP.org](https://ucp.org).

To apply, please send a cover letter, resume, and portfolio samples to Kismet Saglam at KSaglam@UCP.org.