

Part-Time Social Media Manager

Salary: \$25,000/year

Location: San Antonio, Texas (Hybrid: Remote & In-Person Attendance for Select Programs)

We are looking for someone within Texas who is +/- 2 hours from San Antonio. Please do not apply if you do not meet the above specifications.

About Us

Discovery Camps, Inc. is a nonprofit providing summer camp programs to children battling cancer and their families. Our flagship program is Camp Discovery, a weeklong summer camp for children aged 7-16 who have cancer. In addition to Camp Discovery, we provide other programs for children battling cancer and their families including family camps, in-hospital camps, and bereavement camps.

Position Overview

We are looking for a creative and strategic Part-Time Social Media Manager to lead our digital presence on Instagram, Facebook, LinkedIn and YouTube. This role is responsible for content creation, community engagement, and analytics reporting. The ideal candidate is passionate about storytelling, social impact, and making a difference in the lives of children and families affected by cancer.

Key Responsibilities

Content Creation & Management

- Develop engaging content (photos, videos, graphics, captions) across all social media platforms
- Schedule and post content to maintain a consistent online presence
- Ensure all social media messaging aligns with Discovery Camps' mission, brand, and voice

Digital Marketing Campaigns

- Plan, execute, and optimize campaigns across all social media platforms to generate leads and drive engagement

Collaboration

- Work closely with other team members to align social media efforts with broader marketing and organizational strategies.

Analytics & Strategy

- Track and report monthly social media analytics across all social media platforms
- Provide insights and recommendations to improve engagement and reach

Community Engagement and Growth

- Respond to comments, messages, and interactions across all social media platforms
- Grow and foster a supportive and engaged online community

On-Site Presence

- Attend at least one day of each program session per year to capture in-person content (calendar of programs for full year will be provided)
- Collaborate with staff and volunteers to highlight meaningful camp moments

Qualifications

- Minimum 2 years of experience in social media management
- Strong analytical skills with experience using analytics tools (e.g., Google Analytics, Meta Business Suite, social media insights).
- Strong writing skills with an ability to craft compelling captions and stories
- Proficiency in Instagram, Facebook, YouTube, and LinkedIn (including Reels, Stories, Meta Business Suite, and video content)
- Basic graphic design and video editing skills (Canva, Adobe, or similar tools)
- Able to develop and maintain content calendars, ensuring consistent and strategic posting
- Fluent in English with excellent communication skills

- Availability for occasional in-person program attendance in San Antonio, Texas and surrounding area
- Must be able to provide your own transportation
- Passion for nonprofit work and supporting children and families

Benefits

- Flexible work schedule
- Creative autonomy with freedom to develop engaging digital campaigns
- Opportunity to make a direct impact on a meaningful cause

To apply, submit a cover letter, resume, and two work-related samples (campaigns or posts you've created that showcase your skills and creativity) addressed to jennifer@discoverycamps.org. Also, please provide 2 to 3 references that can be contacted. Be advised that all final job offers are contingent on a background check.