

**Job Description: Social Media Manager
Bukit Lawang Trust**



1. Overview:

The Social Media Manager will oversee the online presence of the Bukit Lawang Trust, managing our SM presence on a range of digital platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, Tik-Tok, and various other platforms. Additionally the Social Media Manager is responsible for taking photographs and videos and creating high quality content in keeping with the Bukit Lawang Trusts SM Strategy. The SM Manager will directly oversee our global network of digital nomads & content creators, managing their workload and performance throughout their time with us. As social media manager, successful applicants will be the first point of contact for any messaging via social media platforms.

2. Salary & Benefits:

Initial 6 month Probation Period with conditional offer – 600,000IDR per month.

Following Probation, if offered a full time position candidates will receive a minimum of 1,200,000 per month, as well as the following benefits;

- Flights to Kuala Namu International Airport Medan. (For successful candidates travelling from within Indonesia).
- Transport from Medan to Bukit Lawang.
- Accommodation, Food and transport for the duration of employment.
- Comprehensive training and development.
- 6 weeks paid holiday a year.
- Free training in First Aid, Bahasa Inggris, Environmental conservation & media & marketing.
- Relocation & Travel opportunities.
- Free fitness classes on a weekly basis.

3. The Social Media Manager is responsible for:

3.1 – Education & Volunteer Development

- Recruiting Digital Nomads from around the world as content creators for all of the Trusts social media platforms.
- Support digital nomads through their application process and guide them through enrolment and use of the Digital Nomad hub on the shared drive.
- Monitor Digital Nomads workload throughout their placements keeping track of performance and time management.
- Maintain a positive learning environment for all digital nomads, in keeping with the Trusts code of conduct.
- Assist the Director of Operations in running various marketing campaigns and work closely with the Volunteer Coordinator to assist with volunteer recruitment.
- Participate in staff training as and when required including annual 1st aid training.
- Support the PMs in running fundraising events such as the weekly pub quiz.

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3.2 – Advertising & recruitment

- Post on all of the Trusts social media platforms on a daily basis using the Content Cal software. (have all post approved by the DO before posting).
- Assist the Volunteer Coordinator in advertising volunteer placements through the Trusts social media platforms.
- Answer and respond to any instant messaging on any of the Trusts social media platforms and contact the relevant member of staff to find out any information required.

3.3 – Administration

- Replying to all emails/ messages directed to the Social Media Manager and forward relevant emails to the required staff member.
- Assist with the general organization and maintenance of the Trust.
- Liaise with the Director of Operations to design and amend curriculum and policy related to social media, Marketing & SEO where required.
- Work alongside the Trust staff team to show visitors around the Trust sites.
- Manage the Bukit Lawang Trusts Alumni Facebook Page.

3.4 – Finance & Fundraising

- Encourage fundraising for the Trust via all means, including assisting the Program Managers with the weekly pub quiz.
- Seek funds to sponsor staff and students through education and university as and where possible.

3.5 – Transport & Logistics

- Order BLT T-Shirts as and when required and distribute necessary amount to Bukit Lawang Indah to Sell. (Collect sales money from Indah once a month).

3.6 – Community Engagement (Hearts & Minds)

- Immerse yourself in the community, attend weekly Bahasa/English lessons held at the Trust to improve your language skills.
- Attend community events such as weddings funerals, parties etc.
- Go out and meet staff at guest houses on a regular basis to maintain good relations with the community.
- Work with prominent community figures to raise awareness of Trust/ Extend reach of Trust.
- Take a lead on community action and awareness raising campaigns.

4. Additional Responsibilities

- **Additionally, you may be required to assist the Director of Operations in duties and responsibilities not aforementioned on an adlib basis.**

5. Agreement

This agreement is a conditional rolling contract of 18 months starting with a 6 month probation period to be conducted remotely (away from Bukit Lawang). During which time the Bukit Lawang Trust reserves the right to terminate employment without notice. The Social Media Manager must give at least 3 months' notice before leaving the Trust. In cases of redundancy (excluding breaches in Bukit Lawang Code of Conduct) the Trust will provide 3 months' fully paid notice as a minimum, as long as the redundancy occurs after the 6 month probation period.

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6. Requirements

- Confident using social media platforms including (but not limited to) Facebook, Instagram, Twitter, Linked-in.
- Competent in Content creation for a range of social media platforms.
- Proficient in both English and Indonesian Languages.
- Experience working with a multicultural multinational team.
- Understanding of the Bukit Lawang Trusts goals and objectives & its programs.
- Understanding of the 17 sustainable development goals.
- Competent in Microsoft word, excel, and other office tools.
- Experience in fundraising/ Crowdfunding.
- Experience in web design & SEO is preferred.

All applicants should note that much of this role includes actively working in the local community of Bukit Lawang, the Sumatran Tropical Rainforest and across North Sumatra. This role can be very active and physically challenging at times. Moreover, medical and psychological support networks are largely unavailable, with the nearest hospital being over 4 hours away in Medan City.