

Vacancy Announcement

Job Description: Social Media Manager

Organization: Silver Lining Missions

Location: Yangon, Pyin Oo Lwin or Nyaung Shwe (Flexible)

Position Type: Full-Time

Travel Requirement: Travel is required as needed to visit project sites and support content gathering

About Silver Lining Missions

Silver Lining Missions is a dedicated international non-profit organization dedicated to serving the most vulnerable children in Myanmar and other South-East Asia countries. Our mission is to provide holistic care and development to children, helping them thrive and reach their full potential. We are committed to creating a loving and supportive environment that reflects our core values of compassion, faith, and service.

Position Summary

We are seeking a creative, motivated, and mission-driven Social Media Manager to join our team. This position plays a key role in strengthening Silver Lining's online presence by leading our digital storytelling efforts across social media platforms and the organization's website.

The Social Media Manager will oversee content creation and engagement on Facebook, Instagram, TikTok, YouTube, and our website to raise awareness, deepen donor relationships, and communicate the mission of Silver Lining to audiences in the USA, Hong Kong, and beyond. The role involves regular collaboration with both field teams and international staff and includes travel to project sites for content gathering.

Key Responsibilities

1. Social Media Strategy and Management

- Develop and execute a comprehensive social media strategy aligned with the organization's mission and communications goals.
- Manage and update Silver Lining's social media platforms and website on a consistent basis.
- Use current trends, hashtags, and strategic formats to boost engagement.

2. Content Creation and Storytelling

- Create compelling and respectful multimedia content that reflects the lives of the children and families we serve.
- Capture and produce short-form videos, posts, and campaign content for fundraising, donor updates, and program visibility.
- Travel to field sites for content gathering and story documentation.

3. Donor and Audience Engagement

- Respond to messages, comments, and audience interactions in a timely and meaningful way.
- Help foster a warm, informed, and mission-aligned online community.
- Support donor campaigns and special event promotions.

4. Performance Tracking and Reporting

- Monitor platform analytics to evaluate content performance and audience engagement.
- Provide bi-weekly reports with insights and recommendations to improve strategy and reach.

5. Collaboration and Coordination

- Work closely with communications teams in the USA and Hong Kong.
 - Coordinate with local staff for field updates, content translation, and schedule planning.
 - Assist with tasks related to fundraising campaigns, short-term team visits, or major events.
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Qualifications

Required:

- A strong commitment to the mission and values of Silver Lining
- Fluency in English; Chinese is a strong plus
- Experience in social media management or content creation
- Familiarity with Instagram, TikTok, Facebook, YouTube, and website content tools
- Excellent writing and visual storytelling skills
- Ability to identify and apply trends to increase reach and impact
- Willingness to travel as needed to visit project sites and gather content
- Self-motivated, organized, and flexible

Preferred:

- Prior work with nonprofits, especially in donor communications
- Experience creating viral or high-performing short-form video content
- Cultural sensitivity and strong interpersonal skills
- Familiarity with mission-driven or faith-based organizations

Personal Attributes

- A creative heart and clear passion for storytelling
- Strong sense of responsibility and integrity
- Respectful and ethical in representing vulnerable populations
- Team-oriented and collaborative in spirit
- Willingness to learn, adapt, and grow

Compensation and Benefits

Compensation and benefits will be determined based on the candidate's qualifications, experience, and alignment with the role. These details will be discussed during the interview process.

Application Process

Interested candidates are encouraged to submit the following:

1. A cover letter outlining your alignment with the mission of Silver Lining Missions and why you're interested in this role
2. A current resume/CV
3. (Optional) Portfolio or examples of social media work

Applications can be sent to haisheng@slm.asia by 15th June 2025. Please include "Application for Social Media Manager"– Silver Lining Missions" in the subject line of your email.

Silver Lining Missions is an equal opportunity employer and is committed to creating a diverse and inclusive workplace.

Walk with you with an everlasting love

We believe that love changes lives.