

COMPASSION UNITES

Social Media (B2C)

Compassion Champion Role

The Opportunity

Compassion Unites is a cross-sector mental health alliance that brings communities, institutions, and organizations together to address the global mental health crisis. Our programs run across university campuses, corporate environments, government institutions, and communities in multiple countries.

Dr. Ishan Shivanand, our founder, is the public voice of this work: an academic, philanthropist, author, and the architect of protocols that have been studied in peer-reviewed journals and adopted by leading institutions. His message reaches millions, and consumer social is where most people meet him for the first time.

We have done the strategic groundwork. Our positioning is clear, our brand voice is documented, and our content engine produces long-form authority work: books, talks, podcasts, op-eds, and video. What we need is someone to translate all of that into a consistent, growing, recognizable presence on the consumer-facing social platforms where our community lives.

We are looking for a Compassion Champion with skills in social media management who wants to put their craft in service of the movement. Someone who lives on Instagram and Facebook, who understands what travels and why, and who can hold our voice across every post.

As a Compassion Champion, you join a global community of professionals contributing their skills to a cause that is bigger than any one of us.

What You Will Do

You will own Compassion Unites' consumer social presence end to end across Instagram and Facebook. YouTube is owned separately by the YouTube Growth Expert; you coordinate with them on cross-platform amplification.

Strategy and planning

- Define a platform-specific strategy for each channel: content type, cadence, tone, hooks.
- Maintain a rolling 4 to 6 week consumer social content calendar.
- Plan and deliver platform-native rollout for tentpole moments (book launches, regional activities, CU milestones).

Content production and adaptation

- Take long-form content (talks, podcasts, video, essays) and adapt it into platform-native short-form: Posts, Reels, Carousels, Stories.
- Brief the video editor on short-form cuts and work with the thumbnail creator on visual consistency.
- Produce original platform-native content: Stories, behind-the-scenes, community-driven posts.
- Write copy in CU's voice, supported by our brand voice guidelines.

Community management

- Respond to comments and DMs across consumer channels within agreed SLAs (24 hours on weekdays as a baseline).
- Surface stories from the community that can feed back into our content.
- Handle moderation: sensitive topics and edge cases with judgment, escalating when needed.

Growth and analytics

- Set and report against monthly growth and engagement targets.
- Run small experiments on format, posting time, hashtags, and hooks; document what compounds.
- Provide a monthly performance brief.

Coordination

- Work closely with the Video Producer on short-form video strategy.
- Coordinate with the YouTube Growth Expert on cross-platform amplification.
- Coordinate with the Content and Editorial colleagues on cross-channel messaging consistency.
- Deliver the consumer social layer of every tentpole campaign end to end.

What We Are Looking For

Consumer social fluency.

- You have run consumer social channels for a brand, creator, or organization with comparable reach ambitions for at least five years.
- You understand what works on Instagram and Facebook, at a level deeper than best-practice advice.
- You watch the platforms shift and adjust.

Short-form video instincts.

- You can spot a hook, you understand pacing, and you can write captions that drive watch time.
- You can recognize a strong cut and brief our video editor accordingly.

Visual sensibility.

- You have an eye for composition, color, and hierarchy.
- Your work holds up at a glance.
- You notice what is off in a feed.

Brand voice discipline.

- You can write in someone else's voice.
- You work from brand guidelines and a voice profile with discipline.
- You extend the voice with care.

Community management judgment.

- You can handle sensitive topics.

- Hold a measured tone when the platform turns reactive.
- Know when to escalate.

Analytics literacy.

- You read native platform data and pull insights from it.
- You set targets, track them, and report against them honestly.

Self-starting.

- You can plan a week, execute it, and report back without daily oversight.
- You bring problems and proposed solutions together.

Tools

- Native platform tools and analytics on Instagram and Facebook.
- Scheduling tool (Hootsuite, Buffer, Later, or similar).
- Canva for asset adaptation.
- AI tools (see below).

Our Expectations Around AI

Compassion Unites is an AI-native team. Every team member uses AI tools daily as part of their workflow for velocity and volume. This is how we operate.

For this role, that means:

You already use AI in your social workflow. We will ask you what tools you use, how you use them, and what you have learned about their limitations.

You are comfortable using AI to accelerate content adaptation: drafting captions, generating variants, summarizing long-form content into short-form scripts, transcribing and clipping video.

AI accelerates the work. Editorial judgment, brand voice, and community sensitivity stay with you.

You are open to adopting new AI tools as they emerge. The landscape moves fast and we expect the team to move with it.

Commitment

Daily presence on platforms is essential; consumer social cannot operate on a one day-only rhythm. This is a Compassion Champion role, structured as volunteer with bounded scope.

How to Apply

Complete the application form and submit your portfolio:

- links to channels you have grown,
- examples of campaigns you have run, and
- a brief note on what drew you to this role.

We review every application carefully.

- Confidential -