



The National Fund for Women

SCOPE OF WORK — SOCIAL MEDIA CONTRACTOR

Role	Part-Time Social Media Content Contractor
Estimated Commitment	10 hours per week (average; may fluctuate modestly week to week based on ad hoc needs)
Primary Platforms	Instagram, Facebook, TikTok
Effective Date	08/24/2026

Overview

The National Fund for Women is a brand new membership-based organization looking to invest more time and attention in our social media presence. After spending our first few months establishing our brand on Instagram, Facebook, and TikTok, NFW is looking for an independent contractor to design and write social media content that matches our defined marketing priorities, clearly communicates our brand's value proposition, and engages with women online to grow our community. We're looking for someone who has their finger on the pulse of trends and best practices, particularly on Instagram and TikTok, and who can internalize our brand and mission to create content that resonates.

The monthly budget for this role is \$1,500–2,000 for a three-month term with the possibility of renewal.

Scope of Services

The Contractor will be responsible for the creation of platform-native social content and light-weight DM automation setup/maintenance for NFW's Instagram, Facebook, and TikTok channels, guided by the content calendar and brand direction provided by NFW. Specific responsibilities include:

Content Creation

- Produce short-form videos using content provided by NFW.
- Design and produce multi-slide carousel posts.
- Develop static/single-image posts and Stories assets as needed to round out the weekly content mix.
- Edit, caption, and format all content natively for each platform (correct aspect ratios, safe zones, text legibility on mobile, trending audio/format conventions where appropriate).
- Write on-brand captions, hooks, and calls-to-action for each post.

DM Automation

- Build and maintain simple DM automation flows (e.g., keyword-triggered auto-replies, link/lead capture flows, comment-to-DM triggers) using ManyChat to support engagement and conversion goals on Instagram, Facebook, and TikTok.
- Update DM automation flows as campaigns, offers, or content themes change.
- Monitor automation performance at a basic level and flag breakages or underperformance to NFW.

Publishing/Scheduling

- Post a minimum of 4x per week across each active channel (Instagram, Facebook, TikTok), following the content calendar provided by NFW.
- Schedule and/or publish content at the days/times agreed with NFW.
- Confirm posts render correctly on each platform after publishing (links, tags, covers, captions).
- Set up boosts for content based on instruction from NFW.

Reporting and Iteration

- Contribute monthly metrics to the internal social media reporting dashboard.
- Proactively recommend iterations or opportunities for increased content performance or account discoverability

How We'll Collaborate

- To set any contractor up for success, NFW will provide access to a full brand guide, reference content, Canva and/or Illustrator accounts, and any other tools needed as authorized by NFW.
- The content calendar (including themes, key dates, priority CTAs, and partnership content) will be delivered to the contractor at least 7 business days before the start of the month to give them time to work ahead and schedule out content at least a week in advance.
- The contractor will proactively flag any calendar items that are unclear, missing assets/direction, or not feasible within the weekly hour budget.
- The contractor will provide content for NFW feedback and approval at least 5 business days before content should go live. NFW will offer feedback or approval within 24 hours to ensure that content keeps moving.
- At the end of each month, the Contractor will input high-level platform metrics into the NFW internal reporting dashboard and note any observations, hypotheses, or recommendations for upcoming content.
- Kathleen, the Marketing and Growth Director, will be available for weekly touchpoints and any questions or support as needed.

Weekly Time Commitment

The engagement is estimated at 10 hours per week on average. The contractor will notify NFW in advance if a given week's workload is likely to materially exceed the estimated commitment so that their workload may be balanced to meet the scope.

Deliverables Summary

Deliverable	Cadence	Platform(s)
Reels / short-form video (with captions)	Priority format; included within 4x/week minimum	Instagram, TikTok, Facebook
Carousel posts	Included within 4x/week minimum	Instagram, TikTok
Static/Story assets	As needed to fill calendar	Instagram, Facebook
Minimum publishing cadence	3-4x per week per active channel	All active channels
DM automation setup/updates	Ongoing / as campaigns change	Instagram, TikTok, Facebook

Roles & Responsibilities

NFW Provides	Contractor Provides
• Brand guidelines and reference images/content • Access to brand assets, footage/photos, and platform accounts • Content calendar, themes, and campaign priorities • Approvals/feedback on drafts within an agreed turnaround • Timely responses to questions or asset requests • Reporting dashboard maintenance and decision-making	• Content creation (Reels, carousels, static assets) based on the content calendar • Platform-native editing, captions, and formatting • Publishing 4x/week per active channel • DM automation build and maintenance • Content boosting as determined by NFW • Reporting input on a monthly cadence

Out of Scope

We do not expect the following from this scope of work:

- Paid media strategy, ad buying, or campaign budget management.
- Original photography/videography production beyond editing supplied footage/images.
- Content calendar strategy and planning.
- Community management/customer service beyond DM automation flows.

Contact and Next Steps

To apply, send a resume and portfolio to kathleen@nationalfundforwomen.org.