



## TRIBE STORY TELLER

**Position Title:** Tribe Story Teller [Social Media Management]

**Reports To:** Tribe Leader

**Location:** Kuta Buluh District, North Sumatra, Indonesia

**Hours:** Full-time

**Fundraising Target:** \$1800

**Duration:** 6 months [Extendable]



ATOVA International is seeking a creative and driven individual to manage and grow our online presence in support of our core international development programs in North Sumatra, Indonesia. As a Social Media Manager, you will play a vital role in promoting our initiatives, engaging with a global audience, and driving impactful change through strategic and compelling digital content - all whilst living and working in a tropical paradise!

### ABOUT ATOVA:

ATOVA International is a UK-registered charity with a dual mission to create lasting change. On an individual level, we empower people to realise their boundless potential for good, inspiring growth, leadership, and meaningful action in service to others. Globally, we strive to unite humanity as one interconnected tribe, dedicated to living in harmony with nature and fostering a sustainable, compassionate world for future generations. Guided by our core philosophy of the Three Pillars - Mastery of the Body, Mastery of the Mind, and Mastery of the Spirit - ATOVA is committed to building a brighter, more equitable future for all.



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### KEY RESPONSIBILITIES:

- **Content Creation:** Develop engaging and visually appealing content (graphics, photos, videos, and written posts) to promote ATOVA's programs and initiatives across various social media platforms.
- **Social Media Strategy:** Plan, implement, and manage social media campaigns to increase awareness, engagement, and support for ATOVA's mission and projects.
- **Community Engagement:** Monitor and respond to comments, messages, and inquiries across social media channels to build relationships with followers and foster a sense of community.
- **Analytics and Reporting:** Track social media performance metrics (e.g. reach, engagement, follower growth) and prepare regular reports to evaluate the effectiveness of campaigns and inform future strategies.
- **Platform Management:** Oversee and maintain ATOVA's presence on platforms such as Facebook, Instagram, LinkedIn, and others, ensuring content is timely, relevant, and consistent with the organisation's brand voice.
- **Collaboration:** Work closely with program staff, volunteers, and other stakeholders to gather content and ensure alignment between social media efforts and on-the-ground initiatives.
- **Storytelling:** Capture and share impactful stories from the field, showcasing the difference ATOVA is making in the lives of communities and individuals.
- **Trend Monitoring:** Stay up to date with social media trends, tools, and best practices to ensure ATOVA's content remains innovative and competitive.
- **Volunteer Support:** Provide guidance to volunteers or interns who contribute to social media content, ensuring quality and consistency.





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### WHAT WE OFFER:

- Full accommodation provided throughout the placement.
- Food and purified water provided throughout the placement.
- Comprehensive in-country training and direct support from the Tribe Leader.
- All project materials provided.
- A certificate of completion and professional reference letter.
- Outstanding experiential learning opportunities and professional development.



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### REQUIREMENTS:

- Proven experience managing social media accounts, either professionally or as part of a personal project, with a portfolio of successful campaigns.
- Strong understanding of social media platforms (e.g. Facebook, Instagram, LinkedIn, X, TikTok) and their respective audiences.
- Proficiency in graphic design tools (e.g. canva) and video editing software is highly desirable.
- Excellent written and verbal communication skills (in English) with an eye for detail and creativity.
- Ability to analyze data and translate it into actionable insights to improve content and engagement.
- Knowledge of digital marketing strategies, SEO, and content optimization.

### TIME COMMITMENT:

- Full-time role with 4 -day workweeks when not on placement.
- During placement work weekends on a rota basis with other staff.
- 6 Month Volunteer Placement [Extendable]





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### HOW TO APPLY:

Send your CV and cover letter to us at:



[soakes@atova.org](mailto:soakes@atova.org)

This is a unique opportunity to support impactful programs, work closely with local communities, and gain hands-on experience in international development within a supportive and dynamic environment. Join ATOVA to make a lasting impact.

**Please Note:** This is an on-site volunteer role, meaning you will be living and working on the edge of the tropical rainforest in North Sumatra, Indonesia. To cover your living and working expenses at the field base, a minimum fundraising target of £1,800 GBP must be raised and contributed to ATOVA.