



Role: Social Media Specialist

The Social Media Specialist will support the Media Director in creating, scheduling, and managing social media content across multiple platforms. This part-time role, requiring 6-8 hours per week, focuses on engaging with followers, assisting in strategy development, and contributing to fundraising efforts.

Responsibilities & Duties

- Collaborate with the Media Director to create and schedule social media posts on Instagram, Facebook, YouTube, and TikTok.
- Monitor engagement and respond to comments and messages from followers promptly.
- Assist in developing and implementing social media strategies and campaigns.
- Stay informed about industry trends and changes to social media algorithms to optimize content performance.
- Support organizational fundraising initiatives through targeted social media activities.

This role will work alongside:

- Media Director
- Director of Operations

Job Qualifications

Minimum Qualifications:

- Proficiency with social media platforms, specifically Facebook, Instagram, YouTube, and TikTok.
- Proficiency with Adobe Creative Suite, particularly Photoshop, Premiere, and After Effects.
- Excellent written communication skills.
- Ability to work independently and manage time effectively.
- Strong initiative and ability to suggest and implement new social media strategies.
- Availability to work 6-8 hours per week.

Additional Preferred Qualifications:

- Familiarity with social media analytics to interpret data and inform best practices.
- Experience working with a non-profit organization.
- Familiarity with Asana and Google Drive.

Compensation

- Part-time position, 6-8 hours per week, not to exceed 32 hours per month.
- Compensation rate to be determined based on experience.