

Associate, Social Media & Website Community Manager

Summary

Reporting to the VP, Digital Strategy, the Social Media & Website Community Manager is responsible for the management of the organization's social media properties & creation of social media guidelines for use within the organization. This position will assist in developing and implementing a cohesive social media strategy for America's Promise Alliance. This position will execute on the created strategies to achieve America's Promise Alliance's social media goals in order to create compelling, engaging and accurate social media content daily. Additionally, this position will build & grow the organization's online community that lives within its new flagship website, GradNation.org, focused on increasing national graduation rates.

Responsibilities

- Get your hands dirty creating daily content, building upon, getting to know and engaging with the audiences on the organization's digital platforms (websites, social media). Curate and foster social content to meet the needs of individual community members and organizational partners
- Build & grow the organization's online community that lives within its new flagship GradNation.org website focused on increasing national graduation rates
- Work with the Chief Digital Officer and VP of APA Digital to develop and implement engagement cycles, including online campaigns and a social media strategy
- Maintain and grow organization's existing social networking properties (Twitter, Facebook, YouTube, Google+) and develop presence on new platforms (e.g., Learnist, Pinterest, Tumblr, Good.is) through social media campaigns
- Advise and work with internal staff on social media strategy for organization initiatives
- Liaise with staff from allied organizations to learn and share best practices, nurture a culture of movement and camaraderie
- Edit/post videos to YouTube and web
- Measure, analyze, measure some more, and report
- Articulate the mission, objectives and vision of the America's Promise Alliance

Qualifications

- 2-4 years professional experience in online organizing/social media, online communications, nonprofit web strategy, writing and communications positions
- A track record for successful social media campaigns and online community building
- Ability to organize and prioritize assignments and tasks, as well as adapt and react quickly as projects evolve
- Experience utilizing media tools and platforms to achieve organizational objectives and experience developing and maintaining social media networks and relationships required
- Must have experience working with social media dashboards and monitoring tools such as Sprout Social, HootSuite, Tweetdeck, etc.
- Superior writing, editorial, and organizational skills required
- Sound judgment and impeccable attention to detail required
- Ability to work well in a collaborative, team environment
- Experience using Drupal and Wordpress web content management systems, social networking in a professional environment (Facebook, Twitter, YouTube), Photoshop, Adobe Acrobat, and Microsoft Office; experience using newsletter distribution systems such as Constant Contact; familiarity with HTML
- Practical knowledge of current and evolving trends in online marketing

- Ability to serve as a team participant and coordinate efforts across various departments; comfort working with IT department/web programmers
- Strong organizational and project management skills including timeliness and accuracy
- Experience with basic video editing for web
- Bachelors degree and/or its equivalent required, preferably in marketing, communications, or related field

To Apply:

Please submit a resume and a letter detailing your interest in the position to:
careers@americaspromise.org.

America's Promise Alliance actively seeks and welcomes diversity of all types on the America's Promise Team, and is committed to an inclusive environment that allows all team members to thrive.