



JOB ANNOUNCEMENT: Manager, Social Media

POSITION SUMMARY:

We are searching for a talented Social Media Manager to represent our organization by building a social media presence for our brand. The Social Media Manager will be required to run campaigns and drive engagement by creating high-quality original content. The Manager will also engage influencers, manage our community by responding to comments, and oversee our customer service across all platforms.

To be successful as a Social Media Manager, you should possess a wealth of pertinent marketing experience. Ultimately, a top-notch Social Media Manager should back their expertise by creating and sharing all relevant technical documents. The Social Media Manager is a highly motivated, creative individual with experience and a passion for connecting with current and future donors. That passion comes through as they engage with people on a daily basis, with the ultimate goals of turning fans into donors.

COMMUNITY PARTICIPATION:

Community leadership and participation, both online and offline are integral to a Social Media Managers success. As essential component is communicating The Foundation's brand in a positive, authentic way that will attract today's modern hyper-connected donor.

The Social Media Manager is instrumental in managing The Foundation's content-related assets.

RESPONSIBILITIES:

- Run The Foundation's social media campaigns.
- Design and implement social media strategy to align with business goals.
- Formulate high-quality novel written and visual content for each social media campaign.

- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news).
- Create a regular publishing schedule and promote content through social advertising.
- Build a social media presence by maintaining a solid online presence.
- Monitor the company's brand on social media.
- Build brand awareness by engaging relevant influencers.
- Manage our online communities to ensure respectful and appropriate engagement.
- Communicate with followers, respond to queries in a timely manner and monitor comments.
- Stay up-to-date with current technologies and trends in social media, design tools and applications.
- Analyze data to determine whether social media campaigns have achieved their objectives.
- Coach employees company-wide on content creation best practices.

- **PROFESSIONAL EXPERIENCE AND QUALIFICATIONS:**

- BA degree in Marketing or relevant field. Masters a plus.
- Proven work experience as a Social Media Manager.
- Hands on experience in content management.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest, etc.) and how each platform can be deployed in different scenarios.
- Excellent copywriting skills.
- Ability to deliver creative content (text, image and video),
- Solid knowledge of SEO, keyword research and Google Analytics.
- Possess great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.
- Experience developing social media strategies.
- Experience working with and developing a marketing plan.
- Ability to develop the right voice for each social media platform.
- Proven ability to build social media communities.
- Understanding of graphic design principles.
- Experience as a Brand Manager on social media.
- Ability to measure the success of campaigns.

HIRING POLICY:

The New York Women's Foundation® is an equal opportunity employer. We consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.

Diversity and inclusion are long-standing core values at The Foundation. We value differences among individuals including, but not limited to, ethnicity, age, gender, sexual orientation, gender identity, physical ability, national origin, religion, socioeconomic status, as well as beliefs and ways of thinking. We strive to create an inclusive work culture that ensures that all individuals are heard, respected, and supported to do their best work.

TO APPLY:

Please send cover letter, salary requirements and resume to:

hr@nywf.org Or via mail to:

The New York Women's Foundation

39 Broadway, 23rd Floor

New York, NY 10006

Attention: Human Resources

NO TELEPHONE CALLS PLEASE.