

Title: Social Media Coordinator

Reports to: Director of Marketing

Position Type: Volunteer position

Contact: Send questions to yanet.velazquez@hopestrong.org



Duties and Responsibilities:

- Oversee and handle 2 HoPe Social Media Platforms
 - Includes community engagement (i.e. responding, commenting, tagging, retweeting, etc.)
 - Respond to queries
 - Includes HoPe's signature events
- Develop strategies for expansion of HoPe's social media presence
- Develop original content and suggest creative ways to promote our brand.
- Research audience preferences and discover current trends
- Create engaging text, image and video content
- Design posts to sustain readers' curiosity and create buzz around new initiatives
- Measure metrics
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Report on online reviews and feedback from customers and fans
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Oversee social media accounts' layout
- Suggest new ways to attract prospective customers, like promotions and competition
- Oversee future trends in digital technologies and act proactively

Qualifications:

- College student or young professional
- Demonstrated interest/experience in social media
- Outstanding written and verbal communication skills in English and Spanish required
- Energetic, personable, and creative with an ability to relate well to diverse populations
- Deadline oriented and able to take initiative and work well under pressure
- Strong ability to plan and manage multiple projects with high attention to detail
- Good project and time management skills
- Excellent organizational skills
- Ethical and moral character
- Proficiency in Microsoft Office, including Word, Excel, and PowerPoint, Google Drive and social media platforms (Facebook, Twitter, YouTube, etc.) required.
- Must be willing to commit for the whole 2017-2018 academic year
- Strong commitment to HoPe's mission and values

Time Commitment:

- 5- 10 hours per week.

**We are open to working with academic institutions for this position to count as internship credit. Please indicate in application if you are interested in pursuing this.*

