



Job Description

Position Title - Social Media Lead

Goal of the position - To lead social media marketing and advertising for the Kindness Initiative, in order to expand its reach and to heighten its visibility as a community leader. The Social Media Lead is a highly motivated, creative individual with experience and a passion for connecting with current and future constituents (Donors, Members, and Volunteers).

Role - The Social Media Lead will support, maintain, and grow the social media presence of the Kindness Initiative through:

- Deliberate planning, strategy and goal setting for expanded social media reach
- Development of brand identity, awareness and online reputation
- Content management
- Reputation management

Responsibilities

- Manage social media marketing campaigns and day-to-day activities including:
 - Develop relevant content topics to reach target customers.
 - Create, curate, and manage all published content (images, video, written and audio/podcast).
 - Monitor, listen and respond to users in a “Social” way
 - Conduct online advocacy and open a stream for cross-promotions.
 - Develop and expand community and/or influencer outreach efforts.
- Oversee design of Social media graphics for all profiles: Facebook cover, profile pic, thumbnails, Instagram, Twitter, etc.
 - Design, create and manage promotions and social ad campaigns, being sure to integrate with company’s overall marketing campaign plan and channels.
 - Analyze key metrics and tweak strategy as needed.
 - Compile reports for management showing results (ROI).
- Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out a comprehensive social media marketing plan, including testing and metrics.
- Monitor trends in social media tools, applications, channels, design and strategy.
- Implement ongoing education to remain highly effective.



- Identify “threats” and opportunities in user-generated content surrounding the company; report notable threats to appropriate management.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.

Qualifications and Experience

- Possesses 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.
- Proficient in content marketing theory and application.
- Experience sourcing and managing content development and publishing.
- Maintains excellent writing and language skills.
- Enjoys a working knowledge of the blogging ecosystem relevant to the Kindness Initiative’s field.
- Displays ability to effectively communicate information and ideas in written, audio and video format
- Is a team player with the confidence to take the lead and guide other team members, when necessary.
- Maintains a working knowledge of principles of SEO including keyword research.
- Demonstrates winning Social Customer Service techniques such as empathy, patience, advocacy and conflict resolution.
- Possesses great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.

Time Commitment - 3-5 hours/week

- Planning & scheduling social media calendar
- Designing new campaigns & graphics
- Meeting w/ key members of the marketing team

Supervision/Training

- The Social Media Lead reports to the Administrative Director
- Annual training & professional development opportunities