

Position Description

Social Media Specialist (Part Time)

POSITION OVERVIEW:

CEOs of Tomorrow is looking for a creative and enthusiastic **Social Media Specialist** who understands how to connect with social audiences on all social channels using great copy, photos, and videos to capture the unique stories of our programs, our youth, and their businesses. We see this position as an integral part of our mission and our team and encourage the unleashing of one's full creative potential.

ESSENTIAL RESPONSIBILITIES:

- Plan, create, publish, and share new content (including original text, graphic, images, video, and code) consistent with the organization's brand identity, while building meaningful connections, increasing brand awareness, and encouraging community member engagement to optimize the social experience
- Collaborate with the staff team to inform the creation of meaningful digital campaigns to help drive results towards goals and objectives
- Communicate frequently through organization's social media platforms to provide updates about programs, events, news, and highlights
- Monitor and reply to posts on all social media platforms to engage in dialogue and answer questions
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights, and best practices to measure success, refine future campaigns, and report on performance
- Create and maintain editorial calendars and syndication schedules

QUALIFICATIONS:

- 2+ years of proven education/work experience in marketing, advertising, or social and online marketing
- Extensive knowledge of key social media platforms (Facebook, Instagram, Tik Tok, Twitter, YouTube, and LinkedIn)
- Excellent writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Positive attitude, detail and customer oriented with good multitasking and organizational ability
- Highly motivated and creative with excellent attention to detail
- Capacity to monitor trends in social media channels, tools, designs and strategies
- Excellent ability to work independently, prioritize work, and complete tasks with quick turnaround times

STATUS:

Part Time (10-20 hours per week); Flexible scheduling with potential for increased hours. Both remote and in-office.

COMPENSATION:

Hourly rate of \$16.00-\$18.00, based on experience.

APPLICATION PROCESS:

To apply, please email your resume and a thoughtful cover letter to info@CEOsOfTomorrow.com. Questions may also be sent via email.

Learn more about CEOs of Tomorrow, which based in Madison, Wisconsin, at CEOsOfTomorrow.com.