



Identity's Social Media Coordinator works in a consulting capacity with Identity staff from across the organization to empower Identity's Spanish and English-speaking client community and broader community of allies with culturally and linguistically appropriate information and resources.

As a trusted source, Identity shares a wide range of information, some critical, time-sensitive and/or actionable. We also share stories that illustrate Identity's impact and elevate our client community.

Consistent with Identity's asset-based brand and style, the Social Media Coordinator works closely with Identity's direct services, community engagement, human resources and development and communications teams to

- ensure digital information and other collateral is accessible and engaging,
- grow our following among allies and our client community,
- uplift Identity's client community, and
- move followers to action.

The consultant works at the direction of Identity's Senior Manager, Development and Communications.

## **PRIMARY DUTIES**

1. Edit content in both Spanish and English for Identity's social media and website (including graphics and basic videos).
2. Develop and maintain a calendar and coordinate social media postings.
3. Contribute to Identity's library of digital assets, including photos, and videos.
4. Flag social media comments for staff so that they can be responded to in a timely manner.
5. Track and report social media analytics and suggest adjustments based on performance.
6. Help ensure a consistent tone and image so Identity is recognizable and familiar to its client community and allies.
7. Train, support, and mentor Identity staff re social media.
8. Provide technical support to Identity staff in their planning and execution of on-line programs and milestone events that are partly or fully digital (i.e., local candidate forums, issue-specific town halls, program graduations, webinars).

## **REQUIREMENTS**

Excellent oral and written communicator in both Spanish and English with precise attention to detail and ability to produce compelling content that is consistent with Identity's brand.

Ability to deliver creative content and excellent storytelling (text, image and video) on deadline.

Excellent interpersonal skills and passion for being part of our team-oriented, mission-driven organizational culture.

Expertise in multiple social media platforms (including but not limited to Facebook, Linked In, Twitter, Instagram, and WhatsApp), and ability to grasp future trends in digital technologies and act proactively.

Familiarity with social media, digital communication and messaging trends and best practices.

Working knowledge of Microsoft Office products including SharePoint, Word, PPT and Excel and of popular web, photo and video applications including Premier Pro, Photoshop, Canva, and WordPress.

Graphic design skills strongly preferred, video editing skills a plus.

Bachelor's degree and two years of relevant experience, or the equivalent.

Good judgement, cultural sensitivity, and an eye for enhancing and protecting Identity's organizational reputation.

Ability to occasionally work locally is a plus.