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Position Available – Social Media Associate, Corporate Presidency Project

GENERAL DESCRIPTION OF POSITION:

Public Citizen seeks a skilled social media professional to help us ensure that the Trump administration's countless conflicts and corruption remain a prominent political issue, focusing public attention on the need to hold the president and his administration accountable.

President Trump has made a mockery of Candidate Trump's claim that he would end corruption in Washington, D.C. He has appointed cabinet members and advisers with deep and pervasive ties to corporate America and Wall Street, while rejecting any meaningful disclosure or compliance with ethics laws and regulations. The Trump administration is pushing an anti-regulatory, corporate-friendly set of policies that will be a disaster for America. It is clear that there will be no meaningful division between the Trump family businesses and the Trump White House.

Against this backdrop, Public Citizen is launching the **Corporate Presidency Project** that aims to highlight ongoing and emerging conflicts of interest involving the president and his administration, expose the use of the presidency for self-enrichment of the Trump family and uncover the vast array of corporate favors doled out by the Trump administration.

We seek a social media strategist who knows just the right online tools to use to respond to breaking news immediately and effectively. We are looking for a quick and creative thinker and a strong and detail-oriented online writer, someone who is the first to know about the latest social media platforms and technology. The social media associate can produce clever and eye-catching graphics on deadline, shoot and edit video, and use analytics to improve the performance of social media channels and advance progressive ideals. **This is a one year grant contingent position.**

RESPONSIBILITIES:

- Respond to breaking news by creating memes, graphics, tweets, Facebook posts and other content to amplify Public Citizen's messages online.
- Come up with creative ideas for videos. Shoot, edit and produce videos.
- Produce animations, layered GIFs, layered images, tweets with embedded features and other advanced content.
- Monitor trends in social media for new effective platforms and practices.
- Track analytics for social media and achieve specific goals to improve performance.
- Create and track digital advertisements, especially Google Adwords and Facebook ads.
- Work with cross-organizational teams and national coalition partners to develop joint strategies for social media campaigns. Maintain relationships with social media and digital campaign staffs of coalition partners.
- Other duties as assigned.



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QUALIFICATIONS:

Education: Bachelor's degree or equivalent work experience.

Knowledge: Strong knowledge of social media platforms and best practices. Strong knowledge of Content Management Systems such as Drupal or Wordpress, Adobe Acrobat Pro/Creative Cloud, video and web editing as well as animation. Knowledge of HTML, web standards (including accessibility standards) and Google Analytics a plus. Expert knowledge of Microsoft Office environment (Word, Access, Excel and Powerpoint).

Work Experience: At least three years of social media, video production, online organizing or communications experience or a comparable mix of relevant experience. Proven ability to help implement creative social media campaigns that can generate high audience engagement. At least one year of video production and/or social media content creation experience through employment required. Experience with Search Engine Marketing (SEM) and Pay Per Click (PPC) and Search Engine Optimization (SEO) strategies a plus. Experience with using analytics to improve performance required. Knowledge of micro-targeting a plus. Experience training others on social media platforms and best practices.

Skills: Excellent meme design, online writing, video shooting and editing, and computer skills required. Ability to make complex policy proposals accessible and compelling to a variety of audiences. Strong interpersonal skills. Production skills including composition/layering, photo editing and animation. Advanced understanding of the tools required to effectively implement a robust social media program, including Facebook and Google ads creation, segmenting and tracking.

Capabilities: Creative and able to envision, plan and implement long-term strategies and campaigns. Highly motivated, well organized and able to multi-task. Able to work well with a wide range of people in a team-based environment and within an organization. Adaptable to different work processes, styles and sometimes fluid work agendas. Ability to cooperate with peers within and outside organization. Winning attitude and sense of humor required.

Conditions: A strong interest in social media, digital campaigning and online organizing and a commitment to public interest advocacy.

SALARY AND BENEFITS:

Competitive salary commensurate with experience. Good medical and dental coverage. Three weeks paid vacation for new employees.

TO APPLY:

Send a cover letter, a resume, a social media plan you developed; and three to five examples of digital content you produced, including videos, awesome memes, high-impact Facebook posts or effective Instagram posts to azibel@citizen.org. No phone calls please.

Public Citizen is an equal opportunity employer. Public Citizen employees are proud members of SEIU Local 500. People of color, women and LGBT candidates are encouraged to apply.