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Position Available – Social Media Manager Communications

GENERAL DESCRIPTION OF POSITION: Come join the dynamic communications team at Public Citizen and challenge corporate power. We counter the escalating corporate influence over government, call out President Donald Trump's myriad conflicts of interest and champion a democracy that responds to the will of the people, rather than the superrich and giant corporations. We fight for public health and safety; and campaign for fair trade, clean and safe energy, affordable medications, and consumer rights. Our social media program builds public support and helps drive campaigning with hard-hitting and edgy messaging, amplifying our cutting-edge research and advocacy work with an appropriate amount of snark.

Help us develop strategies to use social media to build and develop our online presence and get results. We seek a strategist who, when news is breaking, knows just the right tools to use to respond online 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 manager develops and leads multifaceted social media programs, campaigns and strategies to further public education, communications, advocacy and organizational brand-building goals. The social media manager can produce clever and eye-catching graphics on deadline, shoot and edit video, manage projects and use analytics to improve the performance of social media channels and advance progressive ideals.

RESPONSIBILITIES:

- Respond to breaking news by creating memes, graphics, tweets, Facebook posts and other content to amplify Public Citizen's messages online.
- Develop and implement multiplatform social media campaigns that support specific campaign goals. These include public education, mobilizing grassroots activists and expanding Public Citizen's organizational visibility and reach.
- 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 and ensure the organization is adapting to new effective platforms and practices.
- Develop metrics and targets for each social media platform and online advocacy program. 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 and, where appropriate, lead joint strategies for social media campaigns. Maintain relationships with social media and digital campaign staffs of coalition partners.
- Train staff on the basics of Twitter, Facebook and other social media platforms.
- Other duties as assigned.

QUALIFICATIONS:

Education: Bachelor's degree or equivalent work experience

Knowledge: Expert knowledge of social media platforms, online content platforms and best practices. Strong knowledge of Content Management Systems, Adobe Acrobat Pro, 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). Familiarity with legislative campaigning a plus.

Work Experience: At least five years of social media, video production, online organizing or communications experience or a comparable mix of relevant experience. Proven ability to develop and implement creative social media strategies and campaigns that generate high audience engagement. At least two years of video production, social media content creation experience through employment required. Experience with Search Engine Marketing (SEM) and Pay Per Click (PPC) and Search



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Engine Optimization (SEO) strategies a plus. Experience using advanced analytics and with micro-targeting. Experience training others on social media platforms and best practices.

Skills: Excellent strategic planning, project management, 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 and supervisory skills. Strong 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: Self-directed, 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 both in a team-based environment and within the overall organizational structure. Adaptable to different work processes, styles and sometimes fluid work agendas. Ability to inspire others, give clear direction and-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:

Please send a cover letter, a resume, a social media plan you developed; and three examples of digital content you produced, including awesome memes, impactful Facebook posts or effective Instagram posts to Angela Bradbery, director of communications, at socialmedia@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.