



Civic Influencers is a national nonpartisan nonprofit operating across the country, on and off campus, in local communities and states, that empowers young people to build their civic power and increase voting rates amongst their peers. They frame their work through an Organizing, Advocacy and Learning model that equips young people with the skills to dismantle barriers to voting while developing their identities as voters and participants in our democracy.

JOB DESCRIPTION: SOCIAL MEDIA MANAGER

Reports to: Chief Communications Officer

Classification: Full-time Exempt

Location: Remote

Travel: Some travel required

GENERAL DESCRIPTION

Civic Influencers is seeking a talented and highly motivated Social Media Manager to join our organization. As the Social Media Manager, you will be responsible for developing and implementing effective social media strategies to enhance our brand presence, engage our stakeholders - including young Civic Influencers, donors and volunteers - and drive meaningful interactions. You will play a pivotal role in managing our social media platforms, creating compelling content, monitoring performance metrics, and fostering community engagement. This is an exciting opportunity to make a significant impact by utilizing your creativity, strategic thinking, and expertise in social media management. The following tasks and duties will fall within the Communications Department including:

- Develop and execute comprehensive social media strategies aligned with organizational goals and target audience demographics.
- Manage and maintain our social media platforms, including but not limited to TikTok, Instagram, Facebook, X, LinkedIn, Blue Sky and YouTube.
- Create engaging and shareable content, including posts, images, videos, and infographics, that resonate with our stakeholders and reflect Civic Influencers' mission and values.
- Plan, schedule, and publish content across various platforms using social media management tools.
- Proactively monitor social media trends, mainstream news, and current events to identify opportunities to grow followership, spark engagement and contribute to the broader dialogue/narrative happening in society.
- Respond to comments, direct messages, and inquiries in a timely and professional manner, fostering positive relationships and addressing any issues or concerns effectively.
- Monitor, analyze, and oversee social media metrics and performance data to assess the effectiveness of campaigns, identify areas for improvement, and provide regular reports to management.
- Collaborate with cross-functional teams, including development and program departments, to align social media efforts in support of broader organizational initiatives.



- Stay up-to-date with industry best practices, emerging trends, and new technologies in social media and digital marketing, and share knowledge and insights with the team.

Qualifications and Skills

- Bachelor's degree in Marketing, Communications, a related field or equivalent experience.
- 2-4+ years of professional experience in content creation and social media management.
- Demonstrated ability to manage strategic planning while being able to respond to short-term organizational needs.
- Have a deep understanding of the various social media platforms, their functionalities, trends, and audience demographics.
- Proficient experience in designing and implementing social media engagement tactics that foster community interaction and build followership.
- Ability to analyze social media metrics and audience behavior. Proficient in interpreting social media metrics to derive actionable insights and optimize content for enhanced performance.
- Ability to generate fresh ideas for content, campaigns, and approaches that capture attention and stand out — with the confidence to help lead by example.
- Understanding of brand identity and messaging to maintain consistency across all social media channels and ensure alignment with organizational objectives and brand standards.
- Strong organizational and time management skills to develop a content framework, prioritize tasks, meet deadlines, and effectively manage multiple social media platforms.
- Experience and proficiency using creative design and editing tools, such as: Canva, Promo, CapCut.
- Familiarity with and understanding of CRMs and other content management databases, experience with Salesforce a plus.
- Proficient on Google Suite, including Google Sheets and Google Slides.
- Working knowledge of Tableau and Slack a plus.
- Excellent interpersonal and verbal communication skills; including the ability to communicate effectively and professionally with other staff, partner organizations, elected and appointed officials, corporate/business representatives, and community members.
- Commitment to transparency, accountability, and direct communication.
- Ability to work independently as well as collaboratively in a fast-paced environment with multiple priorities and tight deadlines.
- Ability to manage highly sensitive, confidential information using excellent judgment at all times.
- Must have a commitment to DEI and cultural competency, including an awareness of one's own cultural worldview, a welcoming attitude towards cultural differences, an appreciative knowledge of different cultural practices and worldviews, and cross-cultural skills.



Desired Experience

- Experience working with or in a movement organization, including ones focused on Voting Rights, Social Justice, Civil Rights or Youth.
- Experience working with or within a higher education institution, People of Color Serving Institutions (PoCSIs, e.g., HSIs and HBCUs) a plus.
- Passion for civic engagement, current events and strategic communications.
- Fluent in multiple languages is a plus.

Other Requirements

- Must complete data visualization and data gathering training hosted by Tableau, and other training as required.
- Extremely reliable and occasionally available on evenings and weekends to monitor breaking news that directly impacts the mission and efforts of Civic Influencers, and actively contribute value to the broader conversation.

COMPENSATION

Salary

Salary range for this position is \$50,000 - \$60,000. Salary will be commensurate with experience and skills.

Benefits

- Health insurance with employer contribution
- 401K plan with employer match after 6 months
- 13 paid holidays
- 10 days paid vacation
- 12 days paid sick leave

HOW TO APPLY

Start date: Interviews will begin in February 2024 and will continue on a rolling basis until the role is filled. Only applicants who have been selected to move forward in the interview process will be contacted directly.

Email your application to: hr@civicinfluencers.org

Please email your resume and cover letter with the position title and your name in the subject line. Applicants who do not submit both will not be considered. Please note in your cover letter where you saw this position listed and your availability.



Civic Influencers is an equal opportunity employer and does not discriminate based on race, nationality, ethnicity, religion, age, gender, sexual orientation, disability or class. We value diversity on our team and strongly encourage people of color, Indigenous people, LGBTQIA individuals, people with disabilities and all qualified persons to apply for our open positions.