

Center for Domestic Peace
Job Description

Job Title: Social Media Specialist
Hours: 20 hours a week
Compensation: \$27,500/year
Benefits: Yes, Vacation, medical/dental package plus retirement benefits
Union: No
DATE of HIRE: Immediate

CENTER FOR DOMESTIC PEACE is a non-profit organization, in existence now for 41 years, working at the county, state, and national level to end domestic violence. Center for Domestic Peace (C4DP) serves women, men, and youth who have been, and/or who are at risk of being, abused and or battered, or who have perpetrated, and/or who are at risk of perpetrating, abuse, bullying, and or battering. C4DP's programs helping children, teens, women, and men to live violence-free lives include: 24-hour hotlines; emergency shelters; transitional housing; support groups; legal advocacy; school programs; community prevention and education projects; professional continuing education programs; corporate, state, and nation-wide trainings; leadership development programs; and resource identification.

SUMMARY

We are looking for a dynamic and creative individual to enhance the capacity of the organization to engage thoughtfully and strategically on social media. Overall, C4DP seeks to have a greater social media presence to promote greater engagement and action in support of the organization, and toward ending domestic violence/violence against women. The Social Media Specialist will play a key role in defining communication priorities, message development and testing.

Under the direct supervision of the Development and Community Relations Officer, this part time position will work on quarterly objectives around driving a more robust social media presence with special populations in mind, tracking responses, and refining messaging and at the same time owning the social media presence for C4DP events, trainings, hiring, and public relations.

PRIMARY JOB RESPONSIBILITIES

1. Work with the Development & Community Relations Officer to create and update the agency's social media goals and strategies
2. Establish systems and habits, supported by tools, to manage and maintain our presence on social media channels
3. Conduct ongoing social media listening activities to monitor the activities and conversations of other relevant organizations
4. Conduct experiments on social media channels where we don't have a presence to see if it makes sense to use that channel
5. Define appropriate participation in online conversations for the agency and carry out that participation
6. Based on benchmarks and data, refine/adjust objectives, strategies and tactics on a regular basis
7. Meet with other managers of social media in nonprofits online or and in person to share experiences and gain insights
8. Participate in regular skill building training about social media along with other staff to maintain agency skills and capacity
9. Create and refine content messages for special populations, which may include affluent women, youth, Spanish speakers, men, survivors, abusers, etc.
10. Create content messages for special campaigns: Domestic Violence Awareness Month, Year-End Fundraising, Mother's Day, Father's Day, Sexual Assault/Teen Dating Violence Awareness Month, Pride Month, etc.

REQUIREMENTS

1. BS Degree in Marketing or relevant field
2. 2-3 years' experience as a media manager, social media specialist, or equivalent
3. Demonstrable social networking experience and social analytics tools knowledge
4. Excellent storytelling, copywriting and editing skills
5. Fluent and up-to-date with the latest digital technologies and social media trends
6. Cultural, linguistic, and age sensitivity as it relates to social media outlets and messaging
7. Demonstrated in-depth knowledge of, and alignment with, the Battered Women's Justice Movement perspectives on batterers, abused and at-risk victims, youth, and children, and progressive movements to end violence
8. Understanding of C4DP's feminist analysis of domestic violence
9. Resourcefulness, flexibility, self-motivation, and ability to inspire enthusiasm and participation
10. Computer skills: comfortable with Microsoft Office 2010 suite with ability to learn new software, as needed
11. Valid driver's license and auto insurance with liability minimum of \$100k (per person)/\$300k per occurrence), and access to a car during working hours
12. Flexible work schedule.

CENTER FOR DOMESTIC PEACE IS AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER

We are committed to employment policies and procedures assuring all qualified persons are accorded equal opportunity for employment, promotion and training.

To apply: Please email resume and cover letter to:

Marla Hedlund, Development and Community Relations Officer
mhedlund@c4dp.org
No phone calls please