

Up with People Road Staff Position Description

Title: Social Media Coordinator
Reports to: Business Manager
Department: Marketing
Starting Date: January or July



Core Responsibilities:

The Social Media Coordinator is responsible for executing Up with People's social media strategy. The Social Media Coordinator will work closely with the Marketing Department to cultivate new communities, increase engagement and support branded online communities on the organization's behalf in order to drive growth. The Social Media Coordinator must also be able to:

- Act as a coach, role model and mentor in the participants' learning.
- Maintain a safe and respectful multicultural learning environment.
- Be adaptable and flexible in a fast paced, constantly changing environment.
- Develop and foster a community that allows for a transformative experience for participants and community members.
- Attend to participant needs, counseling and feedback.
- Work with all staff facilitators to ensure the successful implementation of the entire Up with People (UWP) program by participating in a variety of program components.
- Build and maintain relationships with UWP constituencies, including host families, prospective participants, sponsors, UWP alumni, donors and supporters.

Specialized Responsibilities:

Social Media

- Grow UWP's brand presence on targeted social media networking platforms, including, but not limited to Facebook, Instagram, Twitter, YouTube, blogs, etc., by managing and executing the social media and content strategy under the direction of the Marketing Department.
- Create original, compelling social content on a daily basis, establishing the social media tone for and increasing engagement within designated platforms.
- Set up and optimize targeted pages within each platform to increase the visibility of company's social content.
- Work with UWP office Marketing Manager to provide road updates for social media, cast blogs, newsletter content and viral videos for the tour.
- Manage social media communities through message response, hashtag and keyword monitoring, and outreach.
- Coordinate blogger campaigns and maintain blogger relationships.
- Create graphics for posts, as needed, in partnership with the Marketing Manager.
- Film, produce and edit video content for distribution across all social media channels.
- Collaborate with colleagues and cast members to collect images and content for social media, including managing cast assistantship roles.
- Assist in driving the adherence of Up with People social media policies among the road staff and participants.
- Possess aesthetic ability in taking/filtering/posting photos, graphs and charts.
- Ability to multi-task and monitor multiple channels at once, "liking", "re-tweeting" and responding to comments in "real time."
- Maintain a working knowledge of SEO principles including keyword research.
- Provide weekly report of activities, analysis and results.

Marketing & Promotion

- In collaboration with UWP staff and community supporters, promote the mission and activities of the organization as well as the partner community projects on tour.
- Partner with Advance Teams to align social media efforts with individual city goals.
- Promote the understanding of each city's sponsor and beneficiary within the cast.

Other

- Guide intern teams throughout the semester; coaching them in their learning goals, facilitating mid-point check-ins and evaluations, as well as final evaluations.
- Receive cross-training on admissions and Front of House processes in order to support all department functions.

Qualifications:

- Experience in a content marketing or social media marketing role. Preferably in a recruiting/employer branding capacity.
- Experience managing multiple social media channels for the event management sector, showing proven success with engagement and increased activity and followers.
- Demonstrable experience managing a content calendar and building content that drives engagement of targeted audience, increases followers, and meets business goals.
- Experience in video editing and communication with an audience through video.
- Ability to work under tight deadlines and to effectively manage multiple projects simultaneously.
- Experience working in a high intensity work environment.
- Strong verbal and written English skills with a good grasp of tone.
- Strong organizational, project management and planning skill's.
- Ability to maintain confidentiality and exercise discretion.
- Experience in the facilitation of experiential education programs.
- Proficient computer skills, including Word, Excel, PowerPoint and Outlook.
- Lived or worked in a foreign country.
- Second language skills a plus.
- Experience in crisis management.
- Experience in conflict resolution.
- A model of exemplary ethics.

Notes:

- This position description is not intended to be an exhaustive list of all duties, responsibilities or qualifications associated with the position.
- This position expects a minimum one year (two-tour) commitment.
- All Up with People road staff members are expected to have a valid driver's license and be willing to drive in all regions of the tour.
- Transportation from your home airport to Denver as well as from your last project assignment of the semester to your home will be covered by Up with People.
- This is a volunteer staff position. As a result no compensation is offered. You will receive a monthly per diem towards reimbursement of expenses.

Application Procedure:

To apply for this position, please send a resume or CV along with a cover letter to Employment@upwithpeople.org. In the "Subject" line put your name and the position for which you're applying along with the program start date, (January or July and Year). In the cover letter, please provide links to video samples and social media profiles that you have managed.