Social Media Officer

Gender Equity and Reconciliation is a non-profit with a need for a Social Media Officer. If you want to help galvanize a community through events and social media in order to help create a more harmonious world, then please apply. GERI’s mission is to transform gender injustice and establish beloved community, and if this vision moves your heart and inspires your mind, we want to talk with you. We are looking for someone to create digital initiatives, utilize social media in a new and smart way to make a global difference with our programs and events. Creator chosen will be responsible for outlining and planning social media content (i.e., Instagram / Facebook/other platforms) which will include engaging with our audience and applying trending methods to promote our campaigns.

Company Culture

The ethos of gender equity work is one of healing, reconciliation, and transformation - and we work to incorporate this language and intention into all of our communications, both internal and external to the organization. Our organization extends across the globe and therefore requires all employees to engage in understanding others and being sensitive to a variety of cultural differences. It is essential for our staff and contractor employees to attend at least one workshop (provided at no cost to the contractor/employee and available online or in person) in order to fully understand both the work culture and the task of marketing this work.

What we’re looking for

We are looking for a talented Social Media Officer to administer our social media accounts. You will be responsible for creating and implementing a social media plan of original text and video content, managing posts, and responding to followers. You will manage our company image in a cohesive way to achieve our marketing goals.

As a Social Media Officer, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our company’s views creatively.

Ultimately, you should be able to handle our social media presence ensuring high levels of web traffic and engagement.

Job Description

The Social Media Officer (SMO) oversees all social media including day-to-day posting across all platforms for both the organization and event specific platforms. This includes overseeing marketing campaigns, new social media platform integration, program specific needs, content creation, influencer outreach, community management, on the ground initiatives/outreach etc. This position is half time and reports to the International Program Officer.
Duties + Responsibilities:

- Create social media strategy and set project milestones, content calendars, project estimates and track schedule process.
- Create daily original content (Instagram stories, social media feed posts, text, photos, videos, news, etc.) that relates to events, programs, and campaigns for the brand’s audience.
- Create content with the goal to directly engage customers while following brand guidelines.
- Coordinate with marketing team and create clear calls of action that convert interest into action.
- Work independently and creatively.
- Design and implement social media strategy to align with business goals.
- Set specific objectives and report on results.
- Monitor SEO and web traffic metrics.
- Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency.
- Communicate and work with GERI Leadership Team to manage projects from concept to fulfillment.
- Communicate with followers, respond to queries in a timely manner, and monitor customer reviews.
- Oversee social media accounts’ design (e.g., Facebook timeline cover, profile pictures).
- Support all GERI events in marketing, partnerships, digital media and social media during pre-, day of, and post-event.
- Responsible for tracking metrics and reporting on social media, SEO and all analytics.

Requirements + Experience:

- Experience in creating campaigns digitally that have proven impact in driving traffic to take desired action.
- Knowledge of PPC, SEO and optimization.
- Ability to work with a team and with cross-functional or distributed “virtual” teams.
- Knowledge of nonprofit/gender equity, gender disparities and ability to create educational campaigns that can close the gap.
- High-energy, passionate, kind, out-of-the-box thinker ready to make a difference in the gender space.
- Proven work experience as a Social Media Manager.
- Hands-on experience in content management.
- Excellent copywriting skills.
- Ability to deliver creative content via text, image and video.
- Solid knowledge of SEO, keyword research and Google Analytics.
- Knowledge of online marketing channels.
- Excellent communication skills.
- Analytical and multitasking skills.
- Detail-oriented, highly organized, meticulous, and professional.
● Able to work with a multi-cultural, global community.
● Tolerant and able to work well with team members of all ages, ethnicities, gender identities, orientations.
● BSc/BA degree in Marketing or relevant field (preferred).
● Excellent writing skills, ability to handle significant quantity of email communications efficiently.
● Ability to multitask, track multiple issues simultaneously, and work with autonomy, responsibility and accountability.
● Excellent public speaking skills; ability to represent the organization with poise, confidence and professionalism.
● Content Creation/Copywriting: 3 years.
● Multiplatform social media marketing: 3 years.
● Marketing: 3 years.
● Please attach your social media handle as well as work that was completed in gender / or a similar industry. (Desirable.)

Job Type: Half-time

Work Location: Fully remote.

Schedule: Flexible

Job Type: Contract

Contract Length: Evaluation after 60 days, followed by 1 year contract