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Social Media Coordinator

Position Overview

Social Media Coordinator will be charged with design and management of Thunder Valley CDCs social media presence. This role will develop and share original, mission-aligned, content intended to increase external knowledge of the organization, develop stakeholder and community investment, and increase web traffic.

Reports to

Director of Advancement- Liz Welch

To Apply

Please email a cover letter and resume to jobs@thundervalley.org. In the subject line include Social Media Coordinator.

Compensation & Benefits

Compensation: \$14.00- \$19.00 per hour depending on experience

Position Type: Full-time, hourly, nonexempt, not to exceed 40 hours per week

Benefits:

- Health Insurance- Employee premium paid by TVCDC
- Dental Insurance- Employee premium paid by TVCDC
- Vision & Hearing Insurance- Employee premium paid by TVCDC
- Simple IRA with up to a 3% match from TVCDC
- Accrued Paid Time Off up to 160 hours per year
- 10 Annual Paid Holidays

Essential Duties & Responsibilities

- Research trends in stakeholder groups, capitalizing on communication preferences and social media trends aligned to TVCDC mission and stakeholder priorities.
- Create engaging text image and video content for social media and other marketing and communications pieces.
- Create online posts that engage target audiences, creating interest while increasing message delivery and attendance/involvement.
- Measure online traffic, views, and trends in audience following/growth, creating monthly reports tracking statistics and results for each account.

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- Collaborate with Director of Advancement and Director of Communication to ensure a cohesive social media identity across social media, website, branding, and other marketing materials.
- Develop and grow online audience, increasing viewership and message delivery.
- Remain up to date with the most current social media platforms and techniques.
- Be responsive to followers on all social media platforms ensuring issues/questions are addressed in a mission-aligned manner, providing customer service oriented feedback/information as needed.
- Ensure messages/communication remains mission focused.
- Develop posting schedule and system.
- Develop content gathering system.
- Work within Advancement Department assisting communications and fundraising efforts.
- Connect TVCDC's work to national trends.
- Monitor national news, philanthropic trends, and federal trends.
- Maintain and increase TVCDC's online presence.
- Develop short video content.
- Propose creative strategies in collaboration with Director of Communications to improve online presence and effectiveness.

Qualifications, Knowledge, Skills

- Expertise in multiple social media platforms both personally and professionally, with 2+ years experience on major social media platforms (Facebook, Twitter, Instagram, Snapchat, etc...)
- Working knowledge of Google Analytics and content management systems with 1+ years experience assessing analytics and developing systematic processes to increase exposure/viewership.
- Ability to create and deliver creative, engaging, and mission aligned content.
- Familiarity with marketing strategies.
- Excellent communication skills.
- Ability to handle multiple projects at once while maintaining thoroughness and meeting deadlines.
- Excellent systems of organization in managing day-to-day responsibilities and media files.
- Bachelors in Communications or related field preferred.

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- InDesign knowledge preferred.

ADA Specifications

TVCDC is committed to making reasonable accommodations in accordance to the ADA for disabled employees who meet job requirements for education background, employment experience, skills, licenses, essential job duties and function, and any other qualification that are job related. Employees must be able to perform tasks that are essential to the job, with or without reasonable accommodation. The Social Media Coordinator will be required to use a computer for extended periods of time. Occasional lifting of 15 to 20 lbs.

Mission Driven

Social Media Coordinator has as a strong belief in the TVCDC mission and wants to be a part of a growing and constantly evolving organization.

Thunder Valley CDC Mission

Empowering Lakota Youth and families to improve the health, culture, and environment of our communities, through the healing and strengthening of cultural identity.

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

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