

Social Media Consultant

Posted Date: December 19, 2016

Application Deadline: January 15th

Status: Part time temporary, flexible hours averaging 4-5 hours/week. This is a 1 year position with the potential for renewal. The is a remote position.

Compensation: Hourly rate based on experience

Primary Responsibilities

The Social Media Consultant will assist in creating content for Canfei Nesharim's website, newsletter, promotional and social media outlets and will assist with other marketing and communications projects.

- Interview experts and conduct research with trusted sources to develop content such as resources/tools, blogs, news updates, tips and quips, announcements and more
- Assist in developing relationships and promoting content via Twitter, Facebook, LinkedIn, youtube, Instagram, snapchat and other social media as requested
- Increase Canfei Nesharim's social media presence and promote chatter and discussion
- Assist with preparation and distribution of promotional content, general updates to website, etc.
- Track key social media and website statistics on a monthly basis, including Google Analytics, Facebook and Twitter statistics, etc. Look at how well specific content performs and look at the flow of traffic through to the Web Site. Look at the best performing web site pages and try to generate new content that does the same or better.
- Follow the blogs and content of industry appropriate companies

Experience and Skills

- Strong writing skills
- Interest in writing, working with a website.
- Experience with WordPress, Facebook, Twitter and LinkedIn is essential
- Interest in, or willingness to learn and understand environmental issues and how to communicate with our client base
- Willingness to try new things and ask lots of questions.
- Ability to manage time independently and meet clearly articulated work quota

- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines

Goals:

- By the 6th month review, consultant will increase Canfei Nesharim's messaging and content sharing, commenting and clicking by a significant and measurable amount to help us reach an incremental audience with our news and content
- By the end of 9 months the consultant will create a process that ties social media activity to lead collection by providing a reason to sign up for exclusive email newsletters to deliver content to our subscribers

Outcomes for Consultant

The consultant will end her or his tenure with a stronger portfolio of project work, professional writing experience, documented social media experience, experience working with Constant Contact, and WordPress, and experience working as an active member of a small team. The consultant will learn about nonprofit organizations, business to business marketing, and will be involved in strategy discussions.

Additional Information and Oversight

Reports to President and Administrative Coordinator. Specific days and hours are negotiable.

How to Apply

Email cover letter, resume, writing samples and two professional references to Shoshi Glazer at shoshi@canfeinesharim.org. Use "Interest in Consultant Position" in email subject line.

Qualified applicants will be contacted and asked to perform a short writing task prior to being interviewed. Diverse candidates are encouraged to apply; Canfei Nesharim is an Equal Opportunity Employer. No phone calls please.

DISCLAIMER

The above job description is not an exhaustive list of all duties and responsibilities of the position and in no way is to be construed as a contract. As with all positions, employment is "at will" or voluntary on both the part of the organization and the team member. Employment is not for a set period of time and may be discontinued by either party for any reason with or without notice.