



BOYS & GIRLS CLUBS
OF BENTON AND FRANKLIN
COUNTIES

POSITION TITLE

SOCIAL MEDIA SPECIALIST

ORGANIZATION DESCRIPTION

The Boys & Girls Clubs of Benton and Franklin Counties is committed to empowering all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. Consistent with our values of Respect, Integrity, Stewardship, and Passion for Youth; we provide a broad range of programs and activities focused on our priority outcomes of Academic Success, Healthy Lifestyles, and Good Character and Citizenship. Boys & Girls Clubs of Benton and Franklin Counties began in 1995 and now serves over 2200 club members each year at multiple club locations. The Club is currently working with community partners to establish additional club sites in underserved communities.

POSITION SUMMARY

Under the supervision of the Chief Marketing Officer, the Social Media Specialist is responsible for sharing and generating a wide variety of Club-focused content across multiple social media platforms and beyond. This includes writing specialized copy for posts, interacting with the community through personalized comments, posts, and shares, creating stories and reels, staying on top of trends and newsjacking opportunities, putting together social media campaigns, and more. The Social Media Specialist should have a strong understanding of social media trends, effectiveness, and advertising strategies. This person will also help write content for electronic and printed newsletters. Overall, this person will be responsible for creating, sustaining, and growing the Boys & Girls Club brand on various social media platforms in a positive and mission-focused way.

QUALIFICATIONS

- High school graduate required
- College degree in related field preferred (Advertising, Digital Media, Communications, Journalism)
- 21+ years of age
- Minimum 2 years work experience working in digital / social media, communications, or journalism
- Excellent creative writing skills

SUPERVISOR

Chief Marketing
Officer

STATUS

Full-Time, Hourly,
Non-Exempt

COMPENSATION

\$23.66 to
\$30.73/Hour
DOQ/DOE

- Creative thinker who can approach storytelling and messaging in different and new ways
- Thorough understanding of social media best practices across multiple platforms, including: Facebook, Instagram, Pinterest, LinkedIn, and YouTube.
- Knowledge of social media management programs (Buffer, Hootsuite, etc.) and marketing programs (Constant Contact, Mailchimp, etc.).
- Knowledge of Adobe programs (Illustrator, Photoshop, Lightroom, Premiere Pro, After Effects) a plus.
- Ability to work quickly and efficiently, and meet tight deadlines
- Ability to work in a collaborative, team environment
- Ability to remain poised, positive, and energetic in a busy work environment.
- Ability to work on multiple projects and develop solutions to problems
- Ability to adapt as projects change
- Ability to work nights and weekends as needed
- Excellent communication skills
- Be able to lift 40 lbs

JOB FUNCTIONS

- Create daily posts and engagement opportunities across multiple social media platforms that reflect the proper messaging and branding of the Boys & Girls Club
- Assist in the creation and implementation of social media campaigns and online communication with donors, families, and community members
- Track and review social media data to ensure content is being delivered and consumed efficiently and effectively, and to understand growth opportunities
- Develop new and unique ways to position the Boys & Girls Club brand appropriately and effectively online to current and new audiences
- Interact with the community through various social media platforms
- Write and organize content for organizational and Club site newsletters
- Other duties as assigned

APPLICATION PROCESS

Please submit a cover letter and resume to josh.peterson@greatclubs.org. Position will close as filled.

Boys & Girls Clubs of Benton and Franklin Counties is an Equal Opportunity Employer.

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