



## Position Available: Social Media Content Coordinator

**Position Opens:** January 5, 2023

**Position Closes:** January 19, 2023

**Position Available:** February 13, 2023, or as soon as mutually agreeable

The National Girls Collaborative is a private, nonprofit organization with funding from federal and state government, private foundations, corporations, and individuals. NGCP brings together organizations throughout the U.S. that are committed to informing and encouraging girls to pursue careers in science, technology, engineering, and mathematics (STEM), with a mission to connect, create, and collaborate to transform STEM for all youth. For information about the National Girls Collaborative, visit <https://ngcproject.org>.

### POSITION DESCRIPTION

NGCP is looking for an independent contractor for a 18-20 hr/week contract position. The Social Content Coordinator will primarily be responsible for managing and curating digital content for our channels; social media, blogs, and newsletters. We seek a passionate content creator, visual storyteller, strategic thinker, and skilled communicator with a keen sense of art and the current social voice, tone, style, and creativity. The ideal candidate has a good understanding of how social media, blogs, and newsletters fit into a brand's marketing strategy.

### Specific duties include:

- Work with the Director of Digital Communications to propose content to drive engagement to target audiences across Instagram, Facebook, Twitter, and LinkedIn.
- Curate, edit, and organize imagery and/or short videos for use across social, blog, and email campaigns.
- Curate and edit content online, social media channels, and e-mail blasts, as well as ensured SEO keyword optimization.
- Assist in the creation and editing of written, video, and photo content.
- Assist in the creation of social media toolkits to distribute with partners and Collaboratives.
- Create and assist uploading homepage imagery, banners, and copywriting to cycle through product promotions and ensure content consistency across all digital channels.
- Maintain a marketing calendar for organizational use.
- Maintain unified brand voice across multiple social media channels (Facebook, Instagram, LinkedIn, Twitter, YouTube)

### REQUIRED QUALIFICATIONS

- Ideally, 4+ years' experience in communications or marketing. Preferably in social media marketing, editorial, content creation, and distribution.
- Uses and creates on social media daily.
- Energy and enthusiasm for social media, with experience using Facebook and Facebook Groups, Instagram, YouTube, LinkedIn, etc.
- The candidate is passionate and knowledgeable about current trends in art, style, lifestyle, content development, and distribution.
- Excellent written and verbal communication, collaboration, and planning skills with attention to detail. Copywriting experience.
- The candidate is culturally sensitive to the latest trends; understands the internet, social and meme culture, and how to work within it while maintaining brand safety.

## **WORKING CONDITIONS**

This is an opportunity for an independent contractor. The position is remote-based and reports directly to the Director of Digital.

## **COMPENSATION**

This is a 1099 part-time independent contractor position, approximately 18-20 hours per week. Compensation is \$15-\$18/hour, contingent upon experience, education, and skills. Benefits are not included.

## **APPLICATION PROCEDURES AND DEADLINE**

Applicants are required to return a cover letter addressing the required qualifications, three writing examples or a link to a digital portfolio with writing examples, and a resume with a minimum of three references by January 19, 2023, for first consideration. Applications received after that date will be considered until the position is filled. Materials must be sent to:

Email: [jobs@ngcproject.org](mailto:jobs@ngcproject.org)

Subject line: Social Media Content Coordinator Application

*The National Girls Collaborative values a diverse workplace and strongly encourages women, people of color, LGBT individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply. We are an equal opportunity employer. Applicants will not be discriminated against because of race, color, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, veteran status, medical condition, or any protected category prohibited by local, state, or federal laws. We support an inclusive workplace where team members excel based on personal merit, qualifications, experience, ability, and job performance.*