



Job Description

- Job Title:** Social Media Specialist
Reports to: Communications & Development Manager
Fee: \$81.25/hour - avg. of 15.5 hours/month for 19 months (June 2024 – December 2025)
Deadline: Priority consideration will be given to applicants who submit a cover letter and resume to employment@womenofwise.org by May 24th.
Apply: **Send a cover letter** and resume to employment@womenofwise.org

WISE seeks an organized and creative **Social Media Specialist** to guide the development of WISE' social media and communications strategy. This role will work closely with the Communications & Development Manager to improve WISE' digital infrastructure and online presence with the ultimate goal of reaching more program participants, volunteers, partners, and donors.

Essential Tasks

- Perform a social media audit across all of WISE social media accounts, including Facebook, Instagram, LinkedIn, and X
- Analyze WISE' social media analytics on a monthly or quarterly basis
- Perform a competitive analysis of WISE' social media against similar organizations
- Research different social media or communications platforms/technology that would improve the efficiency of content creation and distribution
- Meet with the Communications Manager at the beginning of each month, or as needed, to strategize monthly content
- Support the Communications Manager on developing and marketing online campaigns for fundraising success, immigrant/refugee advocacy and visibility, education, women and girls' issues, and sexual violence prevention/domestic violence awareness
- Research relevant news, information, and resources to share on WISE' social media
- Advise the Communications Manager in developing unique promotional plans to increase social media engagement and following for each social media account
- Advise the Communications Manager on implementing and amending WISE' communications, marketing and social media strategy
- Assist the Communications Manager in promoting the annual Youth Summit to recruit registrants
- Create and write content as needed
- Provide support to the Marketing Development Team as needed
- Submits monthly report to Board of Directors and Executive Director



Time Distribution

- 30% Development and evaluation of WISE' social media infrastructure
- 35% Developing social media content and campaigns
- 35% Development and implementation of WISE' social media, marketing and communications plan

Qualification

- At least 4 years of combined experience working directly in social media and marketing roles.
- Expert understanding and use of Facebook, Instagram, LinkedIn, X and other relevant social media platforms
- Proficient in the use of Canva and/or other graphic design software
- Excellent English language skills: reading, writing, and speaking