

SOCIAL MEDIA MANAGER

ADDI'S FAITH FOUNDATION

POSITION TITLE: Social Media Manager

REPORTS TO: Executive Director

DATE OF LAST REVISION: January 2022

SUMMARY

This contract position is responsible for running advertising campaigns and driving engagement by creating high-quality original content on all of Addi's Faith Foundation's social media channels. This includes engaging influencers, managing our community by responding to comments, building our following, and increasing our brand awareness. Manger will work remotely, approximately 12-15 hours per month. A Houston area candidate is preferred, but not required.

ESSENTIAL FUNCTIONS

- Work with AFF Team and receive direction from them as needs arise.
- Oversee management of campaigns and ensure brand consistency
- Facilitate scaling brand and awareness through various social media channels
- Supervise all aspects of social media interaction between supporters and AFF, and ensure a positive experience
- Create and implement monthly plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, TikTok, Instagram and LinkedIn
- Ensure progress on all platforms by using analytical tools

QUALIFICATIONS FOR SOCIAL MEDIA MANAGER

- 3-5 years of social media management experience
- High School Diploma or equivalent is required. An Associate's or Bachelor's degree in business, marketing, journalism, public relations, or related field is preferred.
- Proficient using multi-social posting programs
- Strong computer skills and understanding of graphic design principles
- Ability to measure the success of campaigns
- Proven ability to build social media communities

OTHER RESPONSIBILITIES

- Assists in the accomplishment of Addi's Faith Foundation goals.
- Supports AFF Team.
- Displays a positive image and represents Addi's Faith Foundation in a favorable fashion.
- Protects confidential information such as donor information, family assistance financials, and all related private data.

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Incumbent will follow any other instructions, and perform any other related duties, as may be required by the supervisor.

ACKNOWLEDGED: Employee

Date

EMPLOYEE: Printed name