

## **OPRC Social Media Manager**

If you're looking for experience as a Social Media Manager, try volunteering for On Point Reentry Consortium! We will grant you every opportunity to further develop your skillsets, cross-train, lead and excel in this position. This is a volunteer position; however, it will give you valuable work experience while helping countless men and women returning to society after incarceration.

### ***This is an unpaid volunteer position***

**Job Summary:** As a Social Media Manager, you will be responsible for developing and implementing our Social Media strategy to increase our online presence and improve our marketing efforts. You will be working closely with other departments.

### **Social Media Manager**

- Oversee a growing team of Social Media Coordinators and Experts.

### **Responsibilities And What You Will Do**

- Perform research on current benchmark trends and audience preferences
- Design and implement social media strategies to align with business goals
- Set specific objectives
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos, and news) working with other agencies
- Monitor SEO and web traffic metrics
- Collaborate with other teams regularly to ensure brand consistency with posts
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout) and collaborate with OPRC and Graphic Design Department
- Suggest and implement new features to develop brand awareness, like volunteer and sponsorship opportunities
- Stay up-to-date with current technologies and trends in social media, design tools, and applications
- Work with team utilizing platforms and ensuring tasks/campaigns/posts that are assigned are completed by the due date
- Respond to OPRC requests in a timely fashion
- Attend mandatory meetings and schedule a meeting with the team to relay talking points from OPRC and establish a list to discuss
- Build relationships with each team member to help them feel comfortable and include as an integral part of OPRC
- Be in regular communication with the Director and when things come up to communicate matters accordingly

We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.