

**BACKGROUND:**

Equal Access International (EA) is looking for a creative and experienced Social and Digital Manager to lead the day-to-day execution of our social media, update our website and provide creative strategic input into our digital community building efforts. This position is integral to expanding Equal Access International's brand narrative and building a thriving community in our social ecosystem.

We are an NGO headquartered in San Francisco with an international team spread across West Africa and Asia; our big goal is to unleash human potential in places where opportunities are scarce through high-touch community engagement projects and multimedia to scale impact. EA designs programs using normative and behavior change communication methods that create a platform for those rarely heard to generate solutions for the issues they face. We have powerful stories and impact metrics, formative research and white papers about life-change creative projects in the areas of women's and girls' empowerment, community resilience, preventing violent extremism, youth empowerment, and some health/agriculture projects.

**JOB DESCRIPTION:**

We need an expert in social media message creation that can integrate cutting-edge approaches, campaigns, and creative strategies. As part of our digital relaunch, we're working with a senior social media marketing strategist to help us define our 2018-2019 approach and we'll want the social media manager to implement that strategy and contribute to it further. We are looking for a proactive creative person, who loves the medium and believes in the power of storytelling for social change. It would be great if this person is interested in international development and/or has some experience working internationally. In addition to the primary role of HQ level social media and website manager, there will be an opportunity to work with the country program teams to develop social media strategies.

This role is a part-time, 20 hours a week, contract role with the potential to become staff in the future. The Social and Digital Manager will report to the Director of Communications and Partnerships in the downtown San Francisco, CA office. This is not a remote position.

**KEY ATTRIBUTES**

- Demonstrated passion and experience for and in digital and social media strategy and implementation
- A great storyteller: has the ability to write compelling short-form content for social as well as for the website, with strong editorial judgment
- Proactive
- Highly organized
- Driven to stay abreast of the rapidly and constantly changing social media landscape
- Ability to analyze and leverage social media data, numbers and analytics



#### KEY RESPONSIBILITIES

- Contribute proactively to a comprehensive digital and social media strategy that will increase visibility, and traffic and proactively lead on its implementation
- Deliver creative and compelling social media content to engage our community (this includes managing all the steps in the creation of the content)
- Manage communities on social media, listening to the conversations taking place, and pushing out relevant content to join those conversations
- Monitor and respond to posts and inquiries in a timely manner
- Collaborate and communicate with cross-functional teams to ensure our voice is consistent
- Monitor social media trends, tools and applications, and appropriately apply knowledge to increasing Equal Access' use of social media, deconstructing relevant case studies and uncovering insights (for example: key engagement metrics)
- Educates EA's team on incorporating relevant social media techniques into the organization's culture
- Grow the social following in our key target segments, tailoring content to brand, audience, and geography

#### QUALIFICATIONS AND SKILLS:

- 3+ years of experience designing and implementing digital and social media strategies
- In-depth knowledge of integrated digital disciplines (social media and website primarily)
- Must be highly skilled in:
  - Writing and copywriting
  - Analyzing data
  - Problem solving and multitasking
  - Interpersonal communications and relationship building
- Must be highly experienced with:
  - Social media management tools (SproutSocial, HubSpot, TweetDeck, etc.)
  - Social Media (Facebook, YouTube, Instagram, etc.)
  - SEO tools (Google Analytics, Piwik, etc.)

We welcome you to send a cover letter, resume and work samples (creative portfolio/writing samples/social media strategy) to [jobs@equalaccess.org](mailto:jobs@equalaccess.org) by December 1<sup>st</sup>.