



BACKGROUND:

Equal Access International (EA) is looking for a creative and experienced Social and Digital Marketing Consultant 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 a 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 a skilled mid-level social media and digital marketing consultant to develop an integrated multi-channel strategy using up-to-date social media and digital marketing techniques, campaign development and innovative tools.

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 useful 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 for projects in South Asia and West Africa.

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 Marketing Consultant 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
- Can create visual content to uplevel impact of social media and digital strategies
- Driven to stay abreast of the rapidly and constantly changing landscape
- Ability to analyze and leverage social media data, numbers and analytics
- Experience in digital marketing and email campaigns



- Experience developing a social media community and increasing audience engagement

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)
- Grow the social following in our key target segments, tailoring content to brand, audience, and geography
- Implement email marketing campaigns that connect with organizational goals
- Support Communications Manager and Director crafting newsletter and website content
- Update website regularly (website is currently being relaunched and the CMS is Wordpress)
- Organize social media content in Smartsheets and attend editorial calendar

QUALIFICATIONS AND SKILLS:

- 3+ years of experience designing and implementing digital and social media strategies
- In-depth knowledge of integrated digital marketing and community engagement
- 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.)
 - French (spoken and written) is a plus

Email a cover letter and resume to ctooze@equalaccess.org ideally by December 20th, 2017.