

POSITION DESCRIPTION

Digital and Social Media Consultant | Washington D.C.

Equal Access International (EAI) - a non-governmental organization (NGO) with a U.S. regional offices in Washington, D.C. - partners with communities around the world to co-create sustainable solutions utilizing community engagement and participatory media and technology. With funding from bi-laterals, multi-laterals, foundations, and individual donors, EAI has a 17-year track record implementing social change projects and currently operates in Afghanistan, Pakistan, Burkina Faso, Cameroon, Chad, Kenya, Mali, Nepal, Niger, Nigeria, and the Philippines.

POSITION OVERVIEW

The person we are seeking to hire is passionate and highly skilled in digital and social media. They will manage the day-to-day of EAI's social media and website updates; drive social media strategy including strategic SEO; is agile and proactive in creative content development. We are looking for someone who is highly skilled in creating owned channel strategies for social impact. Is able to produce creative content using a variety of design platforms and is a proactive strategist able to be self-motivated to come up with social media ideas and content approaches in a highly decentralized organization. We're looking for someone who is positive with a sincere interest in social impact ideally in an international context. We're looking for someone who has developed social media campaigns with success and has an approach to engaging communities to grow the relevance of social impact brands/INGOs. It would be great if they had some experience with leading an online giving campaign. This person is a great writer, with attention to detail, can lead and deliver results by piloting new ideas, and is fluid in some design software. The consultancy will be initially six months at 20 hours a week with the potential for extension.

DUTIES & RESPONSIBILITIES

Day-to-Day Social Media and Digital Management

- Develop weekly social media posts, schedule posts using Hoot Suite, engage community
- Update website content utilizing SEO best practices
- Develop and pitch social media concepts and ideas
- Write content for longer form owned channels such as the website, Exposure, Medium
- Inserts EAI into relevant trending conversations

Digital/Social Media Strategy

- Can develop the 2019 digital/social strategy in partnership with the Director of Communications
- Transition the strategy into day-to-day workplan and content creation
- Stays informed on the changing digital and social landscape to ensure EAI implements best practices

Content production

- Produces excellent and dynamic written content in line with EAI's voice
- Produces visual content using Canva, Indesign and Photoshop
- Design report covers, PPT templates and other communication materials
- Some photographer and videographer skill a plus

Position details:

This position is primarily remote. The ideal candidate will be located in Washington D.C. and able to attend weekly meetings with the Director of Communications.

QUALIFICATIONS

5-7 years of social media content production and community management. Knowledge of open source website platforms specifically Wordpress. Experience growing social media channels; experience writing and publishing stories and articles; proven experience driving a social media campaign; experience using Smartsheets or another project management tool; knowledge of and experience developing social media and digital strategies with SEO best practices in mind; Bachelor's degree in communications, journalism, international affairs, or related field.

APPLICATION INSTRUCTIONS

To apply, please send your resume/CV and cover letter outlining your interest in the position to: jobs@equalaccess.org with "Digital and Social Media Consultant" in the subject line of the email. Please mention in your cover letter where you heard about the position. Applications will be reviewed on an ongoing basis. We are actively striving to fill this consultancy as soon as possible. ***Applicants must have the right to work in the U.S. EAI does not provide sponsorship.***