



REPRESENT PA

Powering Progressive Women in Harrisburg

Social Media/Digital Coordinator at Represent PA

Responsibilities:

- Manages the development, implementation and coordination of social media content for Represent PA to engage with donors, potential donors and the general population
- Measures and provides recommendations on the performance of all social media content for campaigns to support the awareness and knowledge of programs and services
- Measures and evaluates conversation, sentiment and mentions of relevant programs and services and related news to stay relevant and drive new and more effective strategy and reach targeted audiences and influencers
- With the Communication Director, advises on the organization's reputation and value through researching, writing and editing social media content including Tweets, Facebook posts, Instagram posts, LinkedIn and the Website (we're exploring TikTok as well)
- Regularly evaluates and audits social media presence. Enacts plans to develop new content as appropriate
- Manages development and execution of strategic and tactical social media plans
- Recommends new content to enhance the organization's brand and programming
- Willingness to stay on top of the digital media industry and best practices and consistently make new recommendations about how to better engage in social conversations
- Contributes to and supports overall Represent PA communication strategy
- Follows online conversations with a view to increasing engagement

Scope & Impact:

- Has knowledge of Social Media metrics and tools
- Excellent written, oral and interpersonal skills. Must be able to effectively communicate

- Must possess knowledge of social media best practices
- Works with Represent PA's communication director to develop and deliver effective social media content

Relationships:

- Regularly interacts with Represent PA communication director

Qualifications:

- Interested in, studying toward, or already achieved a bachelor's or master's degree in communication or related field
- Experience managing or contributing to an organization's social media channels, including website editing (WordPress experience is a plus)
- Familiarity with social media platforms (Twitter, Facebook, Instagram, TikTok), design tools such as Canva, and experience using social media publishing and analytics tools (e.g. Hootsuite, Sprout, Sysomos)
- Content-creation and news judgment experience (social media, blog posts, articles, reports)

To Apply: Submit a cover letter explaining why you would be a great fit, along with a resume detailing your experience to info@RepresentPA.org