

Associate, Social Media

Twitter, Facebook, LinkedIn, and Instagram are your domain. As the Associate, Social Media, you will be responsible for managing all social media channels on behalf of Start Proud. This involves working with event marketing managers and event Vice Presidents to write copy according to the marketing plan for these events that drives attendances and increases awareness of our events and organization.

Core Responsibilities

- You will write copy for all Social Media channels that Start Proud has a presence on. This involves understanding our audiences on each medium and tailoring your writing accordingly.
- You serve as an advisor to event marketing managers and Vice President during the planning stage of our marketing campaigns to understand how we can best utilize our social channels.
- Triage any incoming communication from our social media channels to ensure they are responded to by the appropriate person.

Commitment

- ~5-10 hours per week
- Mandatory attendance at quarterly management meetings
- Mandatory attendance at Start Proud events and initiatives throughout the year.

Reports to

- Manager, Content Development