



Social Media Specialist

Job Type: Part-time

Job Location: Lancaster, PA

Reports To: Executive Director

Job responsibilities include but are not limited to: The Social Media Specialist will be responsible for creating social media content and the day-to-day management of the organization's social media properties. Under the direction of the Executive Director and Director of Marketing & Communications, the Social Media Specialist will assist in the storytelling of student programs, activities and events.

THE SOCIAL MEDIA SPECIALIST MUST BE:

- Willing to sign The Mix Statement of Faith.
- Have a passion for the mission of The Mix and fully support the organization's core values.

RESPONSIBILITIES WILL INCLUDE, BUT NOT LIMITED TO:

1. Creating consistent, meaningful social media content that represents the brand message and personality of The Mix on our main social media platforms (Facebook, Instagram, IG Stories, and Twitter, TikTok)
2. Interacting with followers, local schools, and other accounts to keep engagement levels up.
3. Researching and assisting with the implementation of social media strategies that promote programs and raise awareness of The Mix.
4. Coordinating with the Marketing & Communications Team regarding social media analytics, growth strategies, etc.
5. Working with the Creative Team on various projects.

6. Using social media management tools such as Sprout, Hootsuite and Facebook Creator Studio.
7. Assisting with community outreach and special events as needed.
8. Staying up to date on best practices and emerging trends in social media.

MUST POSSESS:

1. Willingness to stay active and current (on trends) with all relevant social media outlets.
2. Creativity and a vigorous work ethic.
3. Personal and professional integrity.
4. The ability to work well with individuals and groups.
5. The ability to meet deadlines and complete all tasks with excellence.
6. Strong organizational skills.
7. Strong communication and interpersonal skills, including both written and oral.

EDUCATION: Four-year degree from an accredited college or university, or equivalent experience preferred.

EXPERIENCE: A minimum of two years experience working with youth or in a similar capacity.

HOURS/AVAILABILITY: 10-15 Hours per week. Must be available Monday through Friday. Hours are flexible.

HOW TO APPLY:

Completed applications, along with resumes and cover letters, should be emailed to info@themixlancaster.org.