

JOB DESCRIPTION

Title: Coordinator, Social Media

Reports to: Associate Director, Marketing & Design

Department: Marketing & Design

I. Primary Purpose

The Social Media Coordinator is part of the Marketing & Design team at Spence-Chapin and reports to the Associate Director, Marketing & Design. The Social Media Coordinator will help to plan, collect, design, schedule, post, and track social media content for all of Spence-Chapin's departments and programs. The Coordinator will work closely with the Associate Director and the Chief Development and Communications Officer (CDCO) on the strategies and campaigns that will elevate our brand, reach new audiences, and serve more women, children, and families. This is a full-time, hybrid position with an annual salary of \$65,000–70,000 commensurate with experience.

Spence-Chapin is a non-profit organization based in New York City that has been providing adoption services and support for more than 110 years. At Spence-Chapin, we believe that every child deserves a family, and we work tirelessly to advocate for children in need of a permanent, loving home. Spence-Chapin has served more than 25,000 children, women, and families through our Domestic and International Adoption Programs, Birth Parent Services, Clinical Services, and International Humanitarian Aid supporting children living in orphanages.

Our work is made possible by the dedicated individuals on our staff. At Spence-Chapin we find joy in celebrating each other, our co-workers, and our clients. Everyone is treated with respect and dignity to strengthen the vibrancy of our community. We celebrate a culture of excellence, inclusivity, compassion, flexibility, and support. Spence-Chapin offers a competitive benefits package that includes full health benefits, a generous PTO and holiday schedule, HRA & FSA plans, life insurance, a retirement plan with employer contribution, paid maternity/paternity/adoption leave, commuter benefits, and more. Being part of the Spence-Chapin team is being part of a legacy, which for over a century has provided critical services to children, women, and families around the world.

II. Key Performance Indicators

- Work with the Associate Director, CDCO and (currently vacant) Digital Marketing Specialist to build a social media strategy that is in line with the organization's full comprehensive digital strategy to help bring our programs and messaging to all of our social media platforms
- Work with Spence-Chapin staff to schedule and record videos for social media campaigns on all of our platforms
- Track social media KPIs and work with the Digital Marketing Specialist and Associate Director to make suggestions for changes based on the data
- Monitor trends in social media platforms and analytics tools and tactics to keep Spence-Chapin's content and strategies current and engaging
- Research new hashtags and campaigns we can connect with to increase and grow our reach
- Take photos and videos for social media at live events held by our different program areas and Development Team throughout the year

- Manage social media interactions by monitoring and responding to comments, DMs, and mentions, in coordination with Associate Director and Senior Director
- Explore and cultivate digital partnerships with other organizations, companies, and influencers to increase our reach and elevate our brand
- Additional marketing-related tasks and assignments as needed by the department

III. **Education & Experience**

- Digital Marketing or Digital Communications degree or equivalent experience
- Minimum 3+ years' experience in building and growing a brand through social media and managing a social media calendar for scheduling/posting
- Experience managing social media for a non-profit and/or in and/or knowledge of adoption and adoption-related issues a plus

IV. **Technical Skills**

- Expertise in social media platforms (Facebook, Instagram, LinkedIn, Twitter, TikTok) and their management (Hootsuite, Meta Business Suite, Later, etc.)
- Advanced knowledge of social media data analytics
- Advanced knowledge of Canva
- Familiarity with basic graphic design in Adobe Creative Suite
- Familiarity with basic photo editing, video editing a plus
- Demonstrated experience in creating and implementing successful social media strategies
- Familiarity with mass email marketing campaigns and strong knowledge of their platforms (Mailchimp, Constant Contact, etc.)

V. **Key Competencies**

- Strong critical thinking skills
- Exceptionally creative and forward-thinking
- Ability to work independently and collaboratively
- Ability to multitask
- Incredibly detail-oriented
- Excellent time-management skills
- Highly organized and productive
- Possess a go-getter attitude and strong initiative
- Ability to successfully complete multiple and simultaneous projects and tasks
- Passion for Spence-Chapin's mission and familiarity with our work

To apply: Please send cover letter and resume to recruiting@spence-chapin.org

This job description is not intended to detail every aspect of your job or list every task you may perform. It is provided as a general overview of the responsibilities and skills required to do this job successfully.