



INSTITUTE OF WOMEN & ETHNIC STUDIES

# JOB ANNOUNCEMENT

## SOCIAL MEDIA COORDINATOR

<b>Department:</b>	Media & Communications
<b>Employment Status:</b>	Part-Time
<b>Salary:</b>	Salary starts at \$25/hr
<b>Application Deadline:</b>	Friday, May 31, 2024
<i>This position has the option for telecommuting, hybrid, or remote work.</i>	

### **JOB SUMMARY:**

The Social Media Coordinator, under the direction of the Director of Media and Communications, is responsible for the implementation and curation of IWES' social media presence. The Social Media Coordinator, in collaboration with program staff, will generate and distribute media content on all IWES channels. This person will be responsible for creating and posting content, collaborating with other programs and partners to create social media campaigns, and engaging IWES' audience.

### **DUTIES AND RESPONSIBILITIES:**

- Provide support to program staff in planning, implementation and development of social media-related program activities
- Support IWES staff in the development and maintenance of social media campaigns, such as topic or commemoration-based content series, staff features, and other opportunities to highlight both staff and/or IWES' work
- Oversee IWES' social media/brand presence
  - Maintain a regular content calendar by drafting content for IWES social media accounts and scheduling/posting content through Sprout Social or manually
  - Post and interact regularly on Facebook, Instagram, and LinkedIn, and any other social media platforms IWES engages in the future
  - Ensure all social media and communication platforms maintain a consistent brand identity (tone, voice, look)
- Maintain and grow IWES' social media presence by:
  - Implementing proven and innovative methods to grow the IWES audience
  - Resharing content and engaging with followers and partners in on-brand conversation to increase interaction, attract new followers, share expertise, etc.

- Responding to comments and/or messages as appropriate and within forty-eight (48) hours of receipt
- Identifying and engaging Thought Leaders on topics pertinent to IWES' mission
- Support design and/or supervision of design assets for social media
- Meet regularly with communications staff and/or other program staff to discuss current and ongoing projects
- Provide support for other IWES media and communications projects, as needed

### QUALIFICATIONS:

- Degree in public health, communications, marketing, digital media or related field; concentration in health communications/marketing and/or health promotion preferred
- Minimum 1 years' experience in related field
- Experience building social media content calendars
- Experience with Sprout Social or other social media management software
- Experience using tools to assess and measure the impact and effectiveness of social media outputs
- Knowledge of new media and social media trends
- Proficiency in current versions of Microsoft Word, and Microsoft Excel
- Experience with applicable media editing, and graphic design software (i.e. Adobe Illustrator, Adobe Photoshop, Canva)
- Excellent interpersonal and written communication skills, preferably including experience in cross-cultural exchanges
- Ability to capture video and photography at events, meetings, implementations, and other in-person IWES programming (if residing in the Greater New Orleans area)
- Reliable personal transportation (if residing in the Greater New Orleans area)
- Ability to work independently and as a team member
- Sensitivity to cultural, racial, and sexual diversity
- Excellent organizational and time management skills
- Commitment to organizational mission is essential

### HOW TO APPLY

Email cover letter, resume, and 3 professional references no later than  
**May 31, 2024** to [jobannouncement@iwesnola.org](mailto:jobannouncement@iwesnola.org)  
with the Subject **Social Media Coordinator Position**

### ORGANIZATIONAL BACKGROUND

Incorporated in 1993, the Institute of Women & Ethnic Studies (IWES) is a not-for-profit 501(c)(3) organization based in New Orleans, Louisiana. IWES is dedicated to improving the physical, mental, and spiritual health and quality of life for women of color and their families.

IWES works with communities, schools, individuals, policymakers, artists, and organizations to address health gaps and inadequate systems through community-driven, tailored health and wellness services. IWES combines advocacy, education, program delivery, training, media production, and research to improve wellness in communities. IWES works in the following areas: Resilience, Well-Being, and Mental Health; Adolescent Health; and Maternal and Child Health.