

Job Description

Position Title: Social Media & Engagement Coordinator

Classification: Exempt

Reports To: Finance & Operations Director

Date Created/

Updated: November 2022

Hiring Pay

Range: \$50,000 - \$55,000

The mission of YouthSeen is to foster and empower the social and emotional well-being of LGBTQI youth and their families in all communities.

YouthSeen envisions a society where young people are empowered as individuals to access non-judgmental and unbiased treatment in every aspect of their lives. We encourage the creative creation of a community that celebrates everyone's worth, diverse characteristics and dignity.

Our organization works with our communities and stands as a leader in our local Colorado area, and beyond, for establishing partnerships with groups who specifically tailor their resources, education, and outreach to our youth and young BIPOC + LGBTQIA+ community. YouthSeen strives to highlight the intersections that many communities of color face when addressing social issues that impact families that identify under the umbrella of LGBTQI. This also includes our community members identifying as gender non-conforming, non-binary, genderfluid, genderqueer and two spirit, which is often left out of the mainstream language around services.

Summary/Objective:

The Social Media & Engagement Coordinator is responsible for supporting the Leadership Team in executing the communications strategy and marketing plans for YouthSeen. In that role, the Social Media & Engagement Coordinator will develop website and social media content, manage social media on a daily basis, help to write key publications, and gather stories and photos of the community that document the work of YouthSeen and its network. This position is an active part of the Communications team, representing YouthSeen in various roles externally as well as becoming involved with other program projects and events as necessary.

Essential Functions:

- Maintain brand identity and communications standards for the organization
- Create digital outreach collateral including graphics and content for social media, websites, and email outreach, i.e. reels, stories, etc.
- Design promotional materials that align with the organization's mission and vision such as program flyers, impact reports, donation envelopes, etc.

- Maintain the organization's photo library by seeking pro bono photography, or contracted photographers, to capture our work and the work of our agencies
- Maintain reporting structures to analyze the growth and impact of our communications efforts
- Manage Google Analytics on our organizational websites and social media
- Work with the Program Director to manage and respond to day-to-day requests for communication support
- Maintain all of the organization's websites and social media channels
- Provide staff logistical support in managing resource databases
- Produce weekly posting schedule of relevant organization updates and media of interest to our communities
- Lead the creation and distribution of newsletters and special announcements
- Assist with press releases and public relations needs
- Work with external vendors to ensure printed materials meet standards and are delivered in a timely manner
- Maintain a press list with accurate contact information
- Manage inquiries from third parties wishing to organize an event or marketing campaign that benefits YouthSeen
- Serves as point of contact for media inquiries and together with the Leadership Team to provide support to staff for media appearances and interviews
- Provide support with development events, donor acknowledgement tasks and development reporting designs, i.e. Giving Tuesday, Colorado Gives Day, etc.
- Support program events and activities, including but not limited to tabling, event planning, outreach, etc.
- May perform other duties as assigned

Work Environment:

- Sitting for long periods, standing, and walking intermittently
- Using office equipment such as computer, mouse, keyboard, printer
- Indoor office environment, temperature controlled
- Ability to stand, walk, sit, use hands to finger, handle, or feel objects, tools, or controls, reach with hands and arms, climb stairs, balance, stoop kneel, crouch or crawl, talk or hear and taste or smell
- Occasionally lift or move up to 20 pounds
- Use specific vision abilities, including close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus

Competencies:

- Outstanding ability to communicate well at every level of the organization. Bilingual a plus.
- A team player that values collaboration, community, and strong work relationships
- Excellent organization, time management, interpersonal, and networking skills
- Knowledge and understanding of existing queer and transgender community resources

- Emotional intelligence and ability to establish strong and trusting relationships with colleagues
- Comfortable with ambiguity and a constantly changing environment and set of responsibilities
- High initiative, self-starting capabilities
- Ability to navigate and deescalate uncomfortable scenarios, i.e. negative comments, etc.
- Must have experience using with Canva, Adobe Cloud, and WordPress
- Must know in tech software such as Google Workspace and iOS

Education and Experience:

- Bachelor’s degree in English, journalism, communications, or related field preferred; or equivalent direct work experience
- Experience with various content management platforms
- Strong photography and videography skills
- Experience managing social media for an organization preferred
- Prior experience in non-profit communications and/or fundraising preferred

Expected Hours of Work:

This role is considered full-time working approximately 40 hours per week and is not exempt from overtime.

Benefits package offered, subject to eligibility requirements, includes:

- Paid time off
- Paid holidays
- Company subsidized Medical, Dental, and Vision Insurance available for Employee, Employee +Spouse, Employee +Child(ren), and Employee +Family

Employee Name & Signature

Date

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of essential functions, responsibilities, or requirements. YouthSeen complies with the Equal Pay for Equal Work Act. YouthSeen requests that Applicant not disclose its wage rate history to YouthSeen. If YouthSeen for any reason comes into possession of Applicant’s wage rate history, YouthSeen will not rely on it in determining a wage rate.