



POSITION DESCRIPTION

Social Media Manager

BACKGROUND

Nia Tero was established in 2017 with the mission to work alongside Indigenous peoples in helping them secure guardianship of vital ecosystems. We believe that if place-anchored people are thriving, the places that are key for all humanity will thrive as well. For this reason, we seek to work with Indigenous peoples and local communities that share a collective territory. Specifically, we seek partners with a vision for the future that maintains living connections to place and culture and sustains inter-generational anchoring in remarkable ecosystems. We aim to partner with them in the long term to support their work towards accomplishing their vision. Nia Tero is in a startup phase seeking candidates who thrive in a dynamic environment and are flexible as the organization grows and scales.

SUMMARY

The Social Media Manager is responsible for managing the external-facing Nia Tero brand and voice through social platforms, writing copy and developing visual materials for social media channels, and ensuring what we share is relevant to the values and work of the organization, as well as the evolving cultural landscape of work in Indigenous rights, social justice, environmental movements, and other intersectional realities. Reporting to the Associate Director, Marketing, this position is responsible for day-to-day posting and platform engagements as well as activating longer-term social campaigns, with the goal of accelerating the brand vision for Nia Tero's social engagement and impact on social media channels including Facebook, Instagram, Twitter, LinkedIn, and Vimeo, with an emphasis on storytelling and engaging content. The ideal candidate will have excellent writing skills, a track record of building social communities, and is experienced with creating social content on Canva and/or the Adobe Creative Suite. The individual should also be adept at leveraging data and analytics to inform and continue to refine and optimize the social strategy to drive performance and engagement.

KEY RESPONSIBILITIES

Social Media Strategy & Content Development

- Support and activate the strategy and vision for social growth and engagement for Nia Tero across social platforms alongside the Associate Director, Marketing and key stakeholders

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- Manage, draft, and produce content for all social media channels in partnership with the Associate Director, Marketing, designers, contractors, agencies, and Storytelling Team original content producers
 - Work with Nia Tero teams to fully integrate social media strategy with programmatic calendar, issue areas, and partners
 - Coordinate with Associate Director, Marketing to capture social media needs, new stories, new partners, and emerging social and political trends and conversations to share on social channels
 - Co-create organizational messaging and narratives, and position cultural power around those narratives on social channels, incorporating key issues (Indigenous guardianship, climate, immigration, racial and gender justice) and strategies for campaigns, social movements, and cultural moments
 - Manage rapid crisis responses to Indigenous cultural movement moments across social media channels, amplifying Indigenous peoples, partners, and organizations while driving creative content to respond to the moment
 - Seek and nurture partnerships to expand reach and influence, including with artists, influencers, Nia Tero fellows, partner organizations, and more; develop and manage an influencer and partner strategy for social media
 - Co-develop social toolkits and co-manage distribution strategies with Associate Director, Marketing and/or project leads and external partners

Audience Development / Tracking, Metrics, Paid Media

- Track social media performance, reach, and metrics; identify and share performance insights to inform engagement strategies
- Manage and present recommendations for the audience development strategy that aligns with evolving organizational needs and vision
- Understand audiences across social channels and create crossover opportunities for social campaigns and initiatives per platform, as well as traffic back to our website and newsletter
- Report, in an ongoing and timely manner, the impact of our social media and PR efforts
- Actively stay on top of social media trends, analyses, and ways to leverage social in support of campaigns across social media channels to engage core audiences
- Work in partnership with Associate Director, Marketing and key stakeholders on paid social strategy, ads, and implementation

Other Organizational Support

- Social coverage support as designated for organizational events and convenings
- Work alongside Nia Tero's internal teams and partners, including Programs, Policy, and Development, in support of cross-organizational initiatives on social media
- Build out Nia Tero's presence on LinkedIn in service of organizational initiatives, job postings, and partnerships as a bridging organization

- Liaise and build relationships with social platform representatives as we continue growing our social presence
- Administrative support for communications, inclusive of tracking earned and paid media
- Organize and manage assets, files, folders within SharePoint, Dropbox, Asana and similar tools
- Attend internal meetings across departments as needed

PEOPLE AND RESOURCE MANAGEMENT RESPONSIBILITIES

- Resources: This position will directly oversee the work of graphic designers, copy editors, production crews and artists as needed. This position requires discretion and cultural sensitivity.

QUALIFICATIONS

Education and Experience Requirements

- 4+ years of social media experience and/or digital communications
- Demonstrated experience utilizing Facebook, Twitter, and Instagram; knowledge of other social platforms inclusive of LinkedIn and Vimeo, and ability to grow select audiences
- Familiarity with Canva, Adobe Creative suite (particularly Photoshop, InDesign, Illustrator)
- Experience using social media scheduling tools including Sprout or similar
- Experience with using asset management and project management tools inclusive of Asana and SharePoint
- Experience using analytics tools to inform social media strategy, content development, and audience engagement

Knowledge, Skills, and Abilities

- Deep familiarity and enthusiasm with social media, audience development, and social media best practices
- Excellent writing, editing, proofreading and copy editing skills
- Strong organizational, time management, and project management skills, with a keen attention to detail while managing multiple and varied tasks simultaneously
- High level of cultural fluency, with an ability to understand, respect and respond to sensitive cultural nuances associated with working alongside Indigenous peoples
- A positive team player with a passion for progressive change and Indigenous issues
- Experience working in a fast-paced start-up environment building systems and processes from the ground up for social media

**A combination of education, training, and experience which has provided theoretical and practical knowledge will be evaluated for equivalency.*

Ideal:

- Working knowledge of Spanish, French, and/or Portuguese.
- Experience with global organizations and frameworks

WORKING CONDITIONS

This position can be based anywhere in the United States, hours worked will be US Pacific Time. Some evening and weekend work may be required. Due to COVID-19 restrictions, this position will work remotely while the office is closed.

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job:

- Visually or otherwise identify, observe and assess distance, color and depth; Required to regularly communicate with others and exchange accurate information.
- Able to operate a computer and other office productivity equipment; able to remain stationary at a computer for extended periods of time and move around his/her assigned work space.
- Occasional day and night domestic travel and some international travel is a potential (up to 10%)

HOW TO APPLY

If interested in this role, please email cover letter and resume to jobs@niatero.org. Nia Tero is a poly-cultural, global organization that strives to have an inclusive, equitable, and diverse work culture. We strongly encourage people from historically excluded groups to apply.

Department:	Marketing	Reports to:	Associate Marketing Director
Direct Reports:	none		
Assignment Category:	<input checked="" type="checkbox"/> Full time <input type="checkbox"/> Part Time		
Classification:	<input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/> Exempt / <input checked="" type="checkbox"/> Hourly <input type="checkbox"/> Salary		