



SOCIAL MEDIA COORDINATOR JOB DESCRIPTION

Job Purpose

The Social Media Coordinator will work to advance the Coalition to Stop Violence Against Native Women's mission and grow the impact of its programs, campaigns, and advocacy. Responsible for developing strong narrative and design content that increases brand visibility and strengthens power building for New Mexico's tribal communities. This position must deliberately meet the community with love at their varying levels of trust and understanding and demonstrate the ability to distill and translate complex, intersecting issues related to gender-based violence.

The ideal candidate should have general knowledge of gender-based violence and its intersections with social justice movements and have previous graphic design experience. This is a non-exempt, hourly position.

Duties and Responsibilities

- Designs and captures ideas to create visual representations in both print and electronic media to support a comprehensive campaign strategy for social media platforms to include, but not limited to Facebook, Instagram, Twitter, TikTok, LinkedIn, and YouTube
- Identifies, monitors, and analyzes social media and digital communications trends and provides solutions through social media that help meet organizational goals, engage with online audiences in real-time to build community and raise brand awareness
- Assists in the development of strategic communications to increase CSVANW's visibility; collaborates with staff to develop and implement media strategies that raise public awareness of violence prevention in communities
- Managing online engagement to ensure alignment with organizational values for all social media followers by developing authentic and inclusive content that will increase engagement on the website, social media, and email networks.
- Work independently and cooperatively on multiple projects with the Communications Department and educates and provide feedback to all staff on content creation best practices
- Other duties as assigned by the Membership and Communications Director



Qualifications

Demonstrated knowledge and a minimum of two years' work experience in one or more of the following:

- o a social justice-related advocacy organization (e.g., racial justice, economic justice, housing justice, food justice, immigrant justice, and reproductive justice).
- o grassroots or community organizing efforts addressing social inequities.
- o non-profit organization
- o social media management
- o graphic design

Skills, Knowledge, and Abilities

- Excellent oral and written communication skills, and effective networking.
- Strong skills in content development, excellent writing skills with an ability to identify story ideas and translate complex information into versatile text or visual narrative for multiple audiences.
- Utilizing computer equipment, software, and other electronic devices to perform work effectively and efficiently is desirable.
- Experience working with New Mexico tribal communities/clientele; cultural sensitivity to the needs and distinct tribal and cultural ways of life.
- Ability to organize a daily workload by priorities and be able to meet deadlines in a fast-paced, quickly changing environment.
- A proactive approach to problem-solving with strong decision-making skills
- Working knowledge of Facebook, Twitter, Instagram, TikTok, LinkedIn, and YouTube
- Working knowledge of Microsoft Suite, Canva, Constant Contact, Zoom, and Slack is preferred

Working Conditions

- Most essential duties are performed in an office environment.
- Will require stable and reliable access to the internet
- Will occasionally require work outside of normal business hours, including evenings, weekends, early mornings, and overnight.
- Occasional travel in and out of state. Use of a personal vehicle will be required for in-state travel, must possess a valid driver's license and proof of auto insurance.
- Will occasionally require lifting of heavy materials and equipment up to 25 pounds.

Direct Reports

None



Compensation

CSVANW offers competitive salaries, excellent benefits, and an innovative working environment. CSVANW is dedicated to promoting an environment of collaboration and workplace flexibility. This position is part-time at 25 hours/week at a rate of \$23/hour

How To Apply

Submit your cover letter, resume, three professional references, and a graphic design sample that you believe best expresses your commitment and passion for this position to: oabeyta@cspanw.org

If you have questions about the position, please contact Orlinda Abeyta at: oabeyta@cspanw.org