



United Way of Anchorage

**Title:** Social Media Specialist

**Supervisor:** Chief Communications Officer

**Salary:** \$50,000 + DOE

**Hours of Work:** 8:00 a.m. to 5:00 p.m., M-F

**Organization Overview:** We unite caring people to give, volunteer, and take action to remove barriers to opportunity and solve our community's toughest challenges. Our focus is on education, financial stability, and health—the building blocks for a good quality of life and a strong community.

**Position Overview:** As a member of the communications team, the social media manager is responsible for creating an organizational social media strategy, as well as developing initiative and program-based social media plans. In collaboration with other team members, the social media manager will develop and execute online advertising campaigns and ensure social media campaigns stay within allocated budget. The social media manager will oversee all social media channels and advise on the best use of social media in the overall communications plans for the organization. As a subject matter expert, the social media manager will develop and manage social media policies and best practices for UWA.

**Essential Functions/Roles & Responsibilities of the Position:**

- Develop and implement a broad social media strategy aimed at increasing online engagement within UWA, growing online audiences, and broadening the visibility of UWA's programs and services.
- In collaboration with UWA's storytellers and the public relations and marketing manager, choose and create content with the aim of expanding the visibility of UWA's programs and increasing engagement with UWA on its social media platforms.
- Serve as the organization's spokesperson in the digital world.
- Oversee and monitor all social media activity. Serve as online moderator and respond to posts.
- In collaboration with subject matter experts, develop and execute online advertising campaigns in support of UWA programs and initiatives.
- Ensure UWA's social presence is consistent with its local and worldwide brand.
- Create proactive plans, set and meet quarterly goals, regularly analyze and assess the effectiveness of UWA's social media efforts, and adjust strategies as platforms change and new tools emerge.
- Attend events for social media opportunities, and/or to provide live streaming on platforms.
- Develop and manage social media policies and best practices.

- In collaboration with the public relations and marketing manager, produce Facebook Live events to promote initiatives and programs.
- Update website content, populate and monitor blogs, and oversee the implementation and use of internal digital communications platforms.

#### **Key Competencies:**

- Ability to develop key messaging for multiple audiences.
- Ability to effectively capture and present the organization's mission, its work and accomplishments through multiple channels.
- Ability to interpret data and work with analytical tools.
- Ability to work independently, as well as collaboratively within Mar/Comms team, across UWA departments, and with all levels of management.
- Ability to create digital graphics for online usage. Working knowledge of Adobe Creative Suite.
- Ability to speak on point about programs and key aspects of the organization.
- Ability to act with cultural sensitivity and work with culturally diverse groups.

#### **Education, Skills & Qualifications:**

- Bachelor's degree, preferably in journalism, public relations, communications, marketing, or a closely related field, and a minimum of 1-3 years of experience managing social media platforms for a business, organization, or institution.
- Extensive experience working with current social media platforms, as well as knowledge of usage trends for various audiences across platforms.
- Working knowledge of WordPress, Wix, SquareSpace, and other commercial website building sites.
- Deep understanding of social media strategy and plan development.
- Strong communication skills, including writing and editing. Have a working knowledge of AP style.
- Professional level understanding of industry best practices in the use of social media for organizations.

#### **Personal Competencies:**

- **Know Yourself** - Demonstrate self-awareness, self-management and continual growth and learning. A person who knows themselves can identify their thoughts, feelings, and wants and then effectively put them into words in the moment. They are aware of their patterns, strengths and limitations and they seek feedback and knowledge to continually learn and grow from their experiences.
- **Understand Others** - Demonstrate interpersonal awareness and the ability to be inclusive. A person who understands others knows that everyone has their own experience of any given situation. They seek to understand all perspectives and leverage the generative nature of differing options and experiences so that outcomes are of the highest priority.

- **See the Whole** – Demonstrate organizational and political awareness, relationship building skills, and effective decision making. A person who sees the whole understands how UWA is connected in vision, mission, and function. They can balance UWA, partner organizations, donors, and community member interests to make effective decisions as well as champion decisions that have been made. They know the importance of relationships in understanding all perspectives and demonstrate effective group behaviors.
- **Create an Environment of Success** - Demonstrate the ability to provide personalized recognition and celebrate successes and display characteristics of interpersonal influence. A person who creates an environment of success can clearly articulate their vision and expectations to their team and garner commitment. They ensure accountability and continued success through feedback, coaching and recognition.
- **Model the Way** - Demonstrate ethics and integrity, consistently walking the talk. A person who models the way is highly credible. They do what they say they are going to do. They consistently excel by aligning their personal actions with shared values.

**To apply:**

Please submit cover letter, resume, references, 3 professional samples of past social media posts from different platforms, and 1 professional writing sample to Nina Makarova at [nmakarova@ak.org](mailto:nmakarova@ak.org). Position is open until filled.