

Peninsula Humane Society & SPCA

Social Media Associate

Job Title: Social Media Associate
Division: Development, Community Engagement
Reports To: Volunteer and Community Programs Manager
FLSA Status: Non-Exempt – Non-Union- Part-Time (20-28 hrs/week)
Salary: \$20.00 per hour
Excellent Benefits Package Available

Summary: To promote awareness of Peninsula Humane Society & SPCA, its mission, programs, and services by creating social media content and communications. Assist Volunteer and Community Programs Manager with all aspects of social media creation and communications. Responsible for planning and executing results-oriented social media marketing campaigns.

Essential Duties and Responsibilities:

- Act as social lead, including content creation, publishing schedule, engagement, audience growth, and measuring results.
- Conceptualize and execute social media strategy with an eye towards developing consistent brand voices and identity.
- Work with all departments to prioritize content and promotions on a seasonal and ongoing basis, shifting content as needed.
- Increase both engagement and followers on social media channels through unique approaches.
- Apply knowledge of analytics, digital media channels, and organizational needs to identify and implement new ways of connecting with and engaging members of the community.
- Develop and maintain relationships with contacts at Facebook to boost posts.
- Train and coordinate Social Media Volunteers.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Upon hire, must pass a background check.
- Must possess a valid California Driver's License with a clean driving record.
- Knowledge and use of social media platforms and tools.
- Deep understanding of how content resonates on different types of social/digital platforms and tools, internet best practices, copywriting, and editorial style guides.

- Exceptional oral and written communication skills, organizational skills, ability to see a project through from start to finish.
- Ability to maintain professional work relationships with the public, customers, volunteers, and co-workers.
- Have a sense of humor.

Education and/or Experience:

High School graduate with 1 to 2 years related experience with social media. The ideal candidate will have worked in a non-profit setting producing creative and interesting content across social media platforms.

Language Skills:

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence and promotional and creative writing. Ability to speak effectively before groups customers or employees of organization.

Mathematical Skills:

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills:

To perform this job successfully, an individual should be proficient with Microsoft Office, digital photography, Meta Business Suite (Facebook and Instagram), X, TikTok, Canva.

Experience with the following is a plus:

- Photoshop
- Video Editing
- Metricool or other social media management tools
- Chameleon/Case Management System
- Google analytics and insights for Facebook, Twitter, Pinterest, Instagram, and Yelp
- Other social media platforms such as Reddit and Threads

Physical Demands:

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. They include, but are not limited to the following: able to lift or move up to 50 pounds; stand or sit for extended periods of time; reach to an arm's length.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the tasks listed elsewhere in this document, incumbent may be routinely exposed to zoonotic diseases, occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate to loud.

We are an Equal Opportunity Employer and welcome a diverse pool of applicants.

EOE/M/F/D/V/SO