



Family Life and Community
Resource Center

Social Media Specialist

Job Overview

The Family Life and Community Resource Center is looking for a talented social media specialist to create and maintain a strong presence for our company. Your role is to implement online marketing strategies through social media accounts. You will develop original content and suggest creative ways to attract more clients and promote our organization.

Responsibilities and Duties

- Expand the organizations presence on Social Media Platforms
Scheduling weekly social media posts
- Post pictures, videos and promotional advertisement
Create engaging text, image and video content
- Suggest new ways to attract prospective clients
- Manage and oversee social media content, staying up-to-date on trends, and increasing consumer interaction.
- Communicate with industry professionals and influencers via social media to create a strong network

Qualifications

- Must be a current or previous Y.A.L.E Member
- A minimum 1-2 years of experience preferred
- Ability to deliver creative content (text, image, and video)
- Expertise in multiple social media platforms. (i.e. Facebook, Instagram, Snapchat, Twitter)
- Good time-management skills, great interpersonal and communication skills
- Independent priority setting

Interested candidates should apply by submitting a cover letter and resume to Dr. Ilene Harper at info@familylifecrc.org. Applications will be accepted until position is filled.