

Center for Domestic Peace
Job Description
Social Media Specialist

Job Title:	Social Media Specialist
Hours:	18 hours/week
Compensation:	\$27.64 per/hour (\$57,500 FTE)
Benefits:	Sick-leave
Status:	Non-exempt
Date of Hire:	Immediate
Location:	San Rafael, CA with remote option

CENTER FOR DOMESTIC PEACE is a non-profit organization, in existence now for 44 years, working at the county, state, and national level to end domestic violence. Center for Domestic Peace (C4DP) serves women, men, and youth who have been, and/or who are at risk of being, abused and or battered, or who have perpetrated, and/or who are at risk of perpetrating, abuse, bullying, and or battering. C4DP's programs helping children, teens, women, and men to live violence-free lives include: 24-hour hotline; emergency shelter; transitional housing; support groups; legal advocacy; school programs; community prevention and education projects; professional continuing education programs; corporate, state, and nation-wide trainings; leadership development programs; and resource identification.

SUMMARY

C4DP is three years into a comprehensive approach to social media that includes active engagement on 4 platforms (Facebook, Instrgram, Linkedin and Twitter). We are seeking an individual to advance the work to the next stage of development to promote greater engagement and action in support of the organization, and toward ending domestic violence/violence against women and girls. We are looking for a dynamic and creative individual to bring their expert writing, graphic design, and analytic skills to more deeply engage current followers, increase help-seeking behavior for survivors in special populations, and strategically increase total number of followers. The Social Media Specialist will play a key role in defining communication priorities, message development and testing.

Under the direct supervision of the Development and Community Relations Officer, this part time position will work on quarterly objectives around driving a more robust social media presence with special populations in mind, tracking responses, and refining messaging and at the same time owning the social media presence for C4DP events, trainings, hiring, and public relations.

PRIMARY JOB RESPONSIBILITIES

1. Work with the Development and Community Relations Officer to create and update the organization's social media goals and strategies
2. Maintain systems and habits, supported by tools, to manage and maintain our presence on social media channels
3. Conduct ongoing social media listening activities to monitor the activities and conversations of other relevant organizations and current events
4. Define appropriate participation in online conversations for C4DP and carry out that participation
5. Create systems for assessing reach/impact, conducting data analysis and for reporting
6. Based on benchmarks and data, refine/adjust objectives, strategies and tactics on a regular basis
7. Meet with other managers of social media in nonprofits online and/or in person to share experiences and gain insights
8. Participate in regular skill building training about social media along with other staff to maintain C4DP skills and capacity
9. Create, refine and track content messages for special populations, which may include affluent women, youth, Spanish speakers, men, survivors, abusers, etc.

10. Create content messages for special campaigns: Domestic Violence Awareness Month, Year-End Fundraising, Mother's Day, Father's Day, Sexual Assault/Teen Dating Violence Awareness Month, Pride Month, etc.
11. Manage volunteer and intern efforts to support social media work.

REQUIREMENTS

1. College degree and/or 2-4 years relevant experience in community-based organizations in marketing or related role.
2. 2-3 years' experience as a media manager, social media specialist, or equivalent
3. Demonstrable social networking experience and social analytics tools knowledge
4. Excellent storytelling, copywriting and editing skills
5. Graphic design skills needed, Canva experience a plus
6. Fluent and up-to-date with the latest digital technologies and social media trends
7. Cultural, linguistic, gender and age sensitivity as it relates to social media outlets and messaging
8. Demonstrated in-depth knowledge of, and alignment with, the Battered Women's Justice Movement perspectives on batterers, abused and at-risk victims, youth, and children, and progressive movements to end violence
9. Understanding of C4DP's feminist analysis of domestic violence
10. Resourcefulness, flexibility, self-motivation, and ability to inspire enthusiasm and participation
11. Computer skills: comfortable with Microsoft Office suite with ability to learn new software, as needed
12. Reading and writing in Spanish a plus
13. Flexible work schedule.

CENTER FOR DOMESTIC PEACE IS AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER

We are committed to employment policies and procedures assuring all qualified persons are accorded equal opportunity for employment, promotion and training.

To apply: Please email resume and cover letter to:

Marla Hedlund, Development and Community Relations Officer
mhedlund@c4dp.org

No phone calls please