



City Year, Headquarters

**POSITION ANNOUNCEMENT**  
Social Media Manager

**About Us**

City Year is an education-focused nonprofit organization that partners with public schools to help keep students in school and on track to graduate. City Year AmeriCorps members commit to a year of full-time service in schools, where they work as tutors, mentors, and role models. Founded in Boston in 1988, City Year works in 25 cities across the United States and has international affiliates in London and Birmingham, England and Johannesburg, South Africa.

City Year has earned Charity Navigator's highest rating since 2003, certifying our commitment to accountability, transparency, and responsible fiscal management. Only 1% of charities have received this distinction for nine consecutive years, placing City Year among the most trustworthy nonprofits in America.

**Our Service**

Who We Serve: Nearly one million students give up on school each year – and 50% of those dropouts come from over 10% of schools. City Year AmeriCorps members serve where the need is greatest. Of the 242 schools we serve, three quarters are among the lowest performing 5% in their state.

How We Work:

- Partnering with public schools and school districts to support their goals and provide additional support – the human capital – required to make a difference with students who are at risk of dropping out. City Year AmeriCorps members serve in grades 3 through 9.
- Targeting high-need schools and students by training AmeriCorps members to intervene based on the three early warning indicators of dropping out, the ABC's – poor attendance, behavior, and course failure in math and English.
- Harnessing the power of young adults – 18 to 24 year olds – who provide at least 1,700 hours of service each year. Younger than the teachers but older than pupils, AmeriCorps members are uniquely positioned to form a strong bond with students and help them succeed.

Our Model: Whole School Whole Child: City Year's school-based model is called Whole School Whole Child (WSWC). AmeriCorps members tutor students identified as at-risk of dropping out, serve as an additional resource for teachers in classrooms, and lead afterschool programs and school-wide initiatives to improve school culture. Each school where we serve has at least one team of 8-12 AmeriCorps members, instantly increasing the ratio of adults: children in the building.

**Position Overview**

The Social Media Manager is responsible for overseeing City Year's social media strategy and execution for all relevant City Year constituents. This role integrates the objectives and initiatives of the Marketing, Communications, Public Policy, and Leadership teams. The position involves ensuring that

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our digital presence is fully maximized to reach our key target audiences. This role is key in building City Year's brand.

### **Responsibilities**

- Lead the social media strategy development for the organization to support the overall marketing objectives by leveraging key insights to drive awareness and intent to act among key target audiences.
- Identify social media channels and relevant audiences for activation, and execute social media campaigns.
- Develop and implement content and calendar in a way that supports the overall social media strategy and larger marketing objectives while leveraging late breaking opportunities.
- Become an advocate of the organization in social media spaces, engaging in dialogues, answering questions, seeding content where appropriate, and posting on relevant blogs.
- Develop and execute social media trainings to City Year corps and staff in a way that maximizes the channel for City Year awareness and understanding and mitigates the risk for the organization and protects the City Year brand.
- Coordinate with stakeholders across the organization to ensure its effectiveness and ensure the adoption of relevant social media techniques into the organization's culture. Work closely with business groups to ensure social media tools are current across all platforms.
- Closely monitor and fuel the #makebetterhappen campaign to ensure maximum exposure of the right messages and promotion of it, both internally and externally. Manage campaigns and day-to-day activities. Duties include online advocacy, writing editorials, community outreach efforts, promotions, etc. Ensure appropriateness of messages within the campaign, and develop strategies to ensure greater effectiveness and use as well as how to minimize risk.
- Monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on the effectiveness of campaigns in an effort to maximize results. Develop insights from social monitoring and make recommendations for continued evolution of social strategy.
- Manage and oversee social communications, ensuring superior quality and on-time project delivery at all times. Coordinate the planning of social media campaigns with key stakeholders (communications, public policy, etc.). Identify social content opportunities for offline media.
- Create and maintain a social/blog calendar with project plans and schedules for content delivery, ensuring on-time execution, cross-functional representation, and content approval.
- Build consumer, partner, supporter, and influencer advocates by managing and creating new opportunities for engagement on the social networks. Test and report on successful engagement.
- Act as the advocate of social media integration within the organization, influencing overall site strategies. Manage, leverage, and inspire the social media points, brand managers, and recruitment staff.
- Monitor the relevant external landscape for trends in social media including tools, applications, and consumer target behavior. Report back to marketing sites.
- Regularly monitor external events and news for opportunities to tie into City Year's message.
- Serve as key point person for digital content updates.
- Develop and maintain web content to bring the City Year story to life in a way that leverages key audience motivations and addresses barriers.
- Ensure that web content effectively integrates social media platforms and messaging.
- Align with City Year's voice and tone and develop City Year's personality in the social space.

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## **Basic Qualifications**

- Minimum 3-5 years prior experience managing a variety of social media channels for a large brand, including Facebook, Twitter, LinkedIn, Google, Flickr, YouTube, etc.
- Strong writing skills and experience in blogging.
- A hands-on, roll-up-your-sleeves individual who can take control of the full social media and marketing life cycle, servicing in a digital marketing role with proven abilities to build a brand online.
- Must be a passionate advocate and user of social media, traditional media, and online communities with a strong understanding of brand, content marketing, and other related disciplines.
- Must be a strategic thinker and skilled project manager who can envision and execute the future.
- Ability to partner with multiple stakeholders and clients, and prioritize accordingly.
- Ability to work with senior leadership and other key stakeholders to leverage them to reach key marketing goals.
- Superior interpersonal, organizational, time management, and teamwork skills.
- Must be able to perform in a fast-paced environment and multitask effectively.
- Great communication and customer service skills.
- Ability to analyze digital data, and draw relevant conclusions from the data.
- Passionate and knowledgeable about City Year's work and the education landscape.
- Exhibit sound judgment to determine potential crises and ability to determine need to elevate within the organization.

## **Compensation and Benefits**

Compensation commensurate with experience. Great benefits including health insurance with Flexible Spending Account, paid vacation, holidays, parental leave, 401K, and more.

City Year is invested in the growth and development of talent. As an organization, we strive to empower our people to take responsibility for their own career management and provide opportunities for growth.

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