



- ✓ **Reports To:** Director of Strategic Initiatives
- ✓ **Position Status:** Full-Time
- ✓ **Location:** Washington, DC; Flexible – Virtual Team
- ✓ **Target Start Date:** October 2020
- ✓ To learn more visit: <http://www.girltrek.org/>

About GirlTrek

GirlTrek is the largest public health non-profit dedicated to serving African American women and girls in the United States. GirlTrek was launched in Washington, DC in 2010 and today, GirlTrek's programs have grown to reach over 800,000 African American girls and women in 50 states across the country.

GirlTrek realizes that there is a health crisis in America and nowhere is the toll greater than with African American women. African American women die from preventable obesity-related diseases at higher rates and younger ages than any other group of women in the country. GirlTrek encourages women to use walking as a practical first step to inspire healthy living, families, and communities. As women organize walking teams, they mobilize community members to support monthly advocacy efforts and lead a civil rights-inspired health movement.

GirlTrek is in the midst of an audacious growth capital campaign, which will secure \$25 million over five years to inspire 1 million Black women to develop a daily habit of walking and help 100,000 women establish life-saving habits of daily exercise. This investment will support GirlTrek's core, nationally recognized program, and solidify the launch of our world-class training experience, meant to prepare active members to serve as frontline responders in communities across the country.

GirlTrek is a trusted brand with numerous awards and recognition, including:



GirlTrek was selected as one of the five inaugural social impact projects to become part of the Audacious Project, TED's newest venture in collaborative philanthropy.

- ✓ Selection as a project of the *Audacious Project* which is TED's newest venture in collaborative philanthropy
- ✓ Recognition as top 1% of social innovators in the world by Echoing Green
- ✓ Receipt of the Urban Fellows Award by Aspen Institute
- ✓ Receipt of Social Innovation Award by Teach for America
- ✓ Being named a "Health Hero" by Essence Magazine



What You Will Do

Support management of social platforms to promote and elevate GirlTrek's brand. You will assist in the development and implementation of comprehensive social media strategies to grow GirlTrek's social following and drive engagement.

As a social media content associate, you should have excellent multitasking skills to manage the needs all of our social media accounts in a cohesive way.

You will serve on the social media team and report to Ebony Andrews, Director of Strategic Initiatives. As a member of GirlTrek's National Staff, you will find every opportunity to make an epic impact on the lives of Black women and girls.

Primary roles and responsibilities are subject to change in a fast-paced, start-up organization culture. Given the nature of the work around social media management, significant work on the weekends and after hours may be required. All employees are expected to be flexible and willing to learn and assume new roles and responsibilities as needs evolve. In addition to core responsibilities, employees must maintain an "all hands-on deck" spirit in regard to campaigns, volunteer support and organizing. Lastly, all employees serve as brand ambassadors for the organization and use their lifestyles to promote a positive brand of health and wellness.

- ✓ Execute social media strategies to support marketing targets and campaign priorities
- ✓ Manage, create, and publish/schedule original, high quality content on social platforms (Facebook, Instagram, Instagram/Facebook Stories and Twitter).
- ✓ Manage social media engagement across all platforms. Including, responding to direct messages and comments.
- ✓ Serve as a National Team liaison on all official Facebook groups to provide women with necessary programmatic updates and respond to member questions/concerns, as needed.

Other Responsibilities Include

- ✓ Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- ✓ Demonstrate ability to implement a comprehensive outreach strategy. Support team in driving strategies that are proven by testing and metrics.
- ✓ Monitor trends in social media tools, applications, channels, design and strategy.
- ✓ Implement ongoing education to remain highly effective.
- ✓ Identify opportunities in user-generated content surrounding the company. Report notable threats to appropriate management.
- ✓ Analyze campaigns and translate data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.
- ✓ Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.

Time Allotment

- I. Engagement 35%- 10 hours/week

- a. Updating social networks
- b. Posting
- c. Responding to comments, follows, mentions and questions
 - Listening
 - Monitoring brand presence
- d. Community building
- e. Trekker outreach
- f. Structure storytelling across all platforms
- g. Trend watching

II. Curation 35%- 10 hours/week

- a. Content gathering and planning
- b. Developing and managing editorial org wide calendar:
 - Social Media Calendar/Content Calendar
 - Scheduled post across all platforms
- c. Analytics and metrics:
 - Social media presence
 - Campaign effectiveness
- d. Strategy:
 - Tactical planning
 - Social media management strategy development across all platforms

III. Research 15%- 5 hours/week

- a. Professional development
- b. Further education in communication/social media
- c. Sourcing internal and external content
- d. Key analytics and metrics

IV. Contingency 10%- 4 hours/week

- a. Support internal special projects
- b. Unplanned post
- c. Problem solving

What You Can Expect

GirlTrek is a grassroots, movement-building organization. The work environment is very fast-paced and constantly evolving. A successful candidate will come with a "start-up" mentality that allows them to stay nimble, adapt to quickly changing environments, and use limited resources smartly. All members of the national team are expected to participate in GirlTrek programming and serve as public ambassadors of the movement. GirlTrek has 16 full time employees. More than half of the staff work virtually. The other members of the team, work from the headquarters in Washington DC. GirlTrek offers a competitive salary and benefits package, and has been recognized as a leader in the nonprofit sector for its innovations in creating an org-culture that supports the wellbeing of its staff members at work and at home.

- ✓ **Salary:** Range: \$49 – 65k. Commensurate with experience
- ✓ **Location:** Virtual, Preference for candidates in the Washington, DC area.
- ✓ **Health Insurance:** Comprehensive medical, dental and vision insurance provided.
- ✓ **Vacation Time:** 2 weeks paid annual vacation, in addition to an annual winter sabbatical.
- ✓ **Off-Season:** Competitive 6 weeks off for paid office closure, Dec 1-Jan 15 annually.
- ✓ **Retirement Plan:** GirlTrek matches contributions to 401K accounts up to 3%.

How You Can Apply

Please visit www.girltrek.org/employment to learn more about the application process and to submit your materials.