



OPENING: Social Media Manager, Vote Run Lead

*Location: New York, NY preferred, remote available**

Full-time, Available immediately

**All positions at Vote Run Lead are currently remote due to the COVID-19 pandemic*

Position Summary

Vote Run Lead is an expansion stage non-profit looking to significantly scale to meet heightened market demand. We are looking for a driven, mission-focused, team contributor with experience working in fast-paced environments. The Social Media Manager must be able to work both independently and collaboratively with the Vote Run Lead team to deliver measurable, impactful results.

Responsibilities

Reporting to the Director of Digital Strategy at Vote Run Lead, the Social Media Manager will project manage and execute the strategy for all social media engagement. This is a hands-on role responsible for inspiring and growing the Vote Run Lead community through all social media channels. The goals of the Manager are to consistently articulate the organization's mission, promote Vote Run Lead programming and initiatives, and increase Vote Run Lead's reach and influence.

SPECIFIC DUTIES:

- Under the direction of the Director of Digital Strategy, develop and implement plans for maximizing constituent engagement on all of Vote Run Lead's social media channels
- Responsible for planning and implementing scheduled social media posts with 30 day lead time - using a tool like Sprout Social, for example - working closely with the Director of Digital Strategy.
- Manage MailChimp email marketing and communications, including copy-writing, testing, list management, and execution
- Engage strategically with Vote Run Lead's social media followers and assist with community management for the Vote Run Lead Facebook Alum group
- Collect data through social listening and share feedback with the Vote Run Lead Communications team
- Track and measure the level of engagement with online media over time; create reports, including data/trend analysis and contextual narratives in order to clearly communicate key, actionable information to the Director of Digital Strategy
- Implement and maintain SEO best practices for the organization's websites



Key Qualifications

The ideal candidate will have a strong marketing and communications background and understanding of the nuances related to the political and women's leadership sectors. The ability to work toward a big-picture vision while working collaboratively and effectively across all levels of the organization is critical. We are seeking candidates with experience working in fast-paced environments and proven track records of delivering measurable, impactful results. Women of color and bi-lingual candidates are encouraged to apply.

Specific requirements and attributes include:

- Minimum of five years of experience in a Communications role
- Strong copywriting skills: editorial skills as well as ability to create original content aligned with organizational messaging and tone
- Expertise managing Twitter, Instagram, Facebook, and YouTube accounts
- Knowledgeable on latest industry trends and new developments in the social media sector (for example: Google alerts, #hashtags skills, memes)
- Social media analytics: experience collecting, reporting, and interpreting
- Strong internal communication and collaboration skills
- Experience with Mailchimp or Constant Contact
- Strong prioritization skills and ability to respond effectively in a fast-paced, startup environment
- Interest in gender equity / politics (expertise not required but interest or passion is a plus)
- Work products delivered in a thorough, detail-oriented, timely, and highly organized manner
- A growth-mindset is a critical requirement for working at Vote Run Lead! We value team players who are innovative, share ideas, and thrive working in a system

Additional skills and attributes that are a "plus":

- Experience working with: Canva, Tik Tok, LinkedIn
- Experience managing multiple accounts or consultants in the private sector
- Experience working with a field team in the public sector or on a campaign
- Strong research skills
- Strong stakeholder engagement skills. Vote Run Lead's stakeholders include Alumnae, Ambassadors, Trainers, Donors, Board of Directors and Advisory Board



About Vote Run Lead

Vote Run Lead trains intersectional, feminist, anti-racist, reformers to run for political office and win. We empower women to run for local and state office because more women in politics creates real change, effective democracy, and better government.

We are a national, nonpartisan, civic leadership organization for women of all backgrounds. We use training, technology, and community to create large-scale impact on women's representation and to fuel women's ambition for political leadership, increase diversity, and close the knowledge gap around civic engagement for women of all classes, cultures, and colors. For more information, please visit www.voterunlead.org

Compensation

This is a full-time position at Vote Run Lead, with a salary commensurate with experience. Salary range is \$55,000-\$65,000. In addition, Vote Run Lead offers an excellent benefits plan, including health insurance through BlueCross-BlueShield, flexible scheduling, and paid travel expenses.

To Apply

Please submit a resume and a brief cover letter that exemplifies why you would be great for this position via: <https://voterunlead.recruiterbox.com/jobs/fk0qoig>

Brevity is appreciated. Applications that do not follow these instructions will not be considered.

Vote Run Lead is an equal opportunity employer. Vote Run Lead prohibits unlawful discrimination against any employee or applicant for employment based on race, color, religion, sex, gender identity, age, national origin, genetic characteristics, disability, status as a special disabled veteran or veteran, marital status, sexual orientation, sexual identity, or any other basis prohibited by law.