



## **Social Media Specialist**

**Reports to:** Development Associate

**Status:** Part Time; Exempt with benefits: Blue Cross Medical/Dental/Vision, 403(b) retirement plan, Holidays, 4 weeks Paid Time Off, 10 weeks paid Parental leave

**Hourly Rate:** 23.56/hr

### **Alternatives Overview:**

Our mission is to inspire young people to create a just future through practices that heal individuals, restore communities, and transform systems. Since 1971, Alternatives has modeled innovative alternatives to the status quo in Chicago's youth services field. Our school and community-based therapy, prevention, and leadership development programs support young people to individually and collectively address causes of substance abuse, grief, and trauma while building social-emotional, career, and social change skills. In addition to working directly with young people, we train, coach, and advocate for youth-serving institutions like Chicago Public Schools to be restorative and trauma-informed.

### **Position Overview:**

We are seeking a highly motivated and creative Social Media Specialist to join our team. The successful candidate will play a crucial role in developing and implementing social media strategies to raise awareness of our organization, engage with our target audience, and drive online engagement. As a Social Media Specialist, you will have the opportunity to create short-form videos, infographics, and photography to promote our work.

### **Responsibilities:**

Perform the following from a racial, gender, sexuality, and ability equity lens:

- Implement social media strategies to enhance brand visibility, engage our target audience, and promote our mission and programs effectively.
- Create compelling and engaging content for social media platforms, including but not limited to Facebook, Instagram, TikTok, LinkedIn, and YouTube.
- Plan and schedule social media posts and campaigns in alignment with organizational objectives and target audience preferences.
- Monitor and report on social media trends, audience demographics, and engagement metrics to optimize content performance and help to inform data-driven decisions.
- Respond promptly to comments, messages, and inquiries on social media platforms, maintaining a positive and professional tone.
- Collaborate with cross-functional teams to ensure social media efforts align with overall marketing and communication strategies.
- Identify, collaborate, and engage with influencers, partners, and relevant organizations to expand our social media reach and maximize our impact.
- Stay up-to-date with the latest social media trends, best practices, and emerging platforms to proactively suggest innovative ideas and tactics.

- Assist in planning and executing social media campaigns for fundraising, events, and awareness initiatives.
- Track and report key performance indicators (KPIs) related to social media activities, providing monthly reports and insights to the management team.
- Amplify the work of other organizations that we partner with.

**Qualifications:**

1. Proven experience in managing social media platforms and campaigns
2. Strong understanding of social media platforms, trends, and best practices.
3. Excellent written and verbal communication skills with a keen eye for detail.
4. Proficiency in social media management and analytics tools (e.g., Hootsuite, Sprout Social, Google Analytics, etc.).
5. Experience using Airtable.
6. Ability to create engaging content (including graphics, videos, and written posts) that aligns with the organization's brand voice and target audience.
7. Familiarity with social media advertising and the ability to effectively boost posts and run paid campaigns.
8. Creative mindset with the ability to think outside the box and suggest innovative ideas for social media content and campaigns.
9. Excellent time management and organizational skills with the ability to handle multiple projects simultaneously.
10. The COVID vaccine is mandatory for all employees to the full extent permissible under applicable law

Please send a copy of your Resume and Cover Letter to [Careers@alternativesyouth.org](mailto:Careers@alternativesyouth.org)

Alternatives, Incorporated is an Affirmative Action and Equal Opportunity Employer.

Applicants of the communities we serve are strongly encouraged to apply.