



# STAR VISTA

## JOB POSTING

**JOB TITLE:** Social Media Specialist  
**DEPARTMENT:** Development  
**STATUS:** Non-Exempt, 16-20hrs/week\*\*  
**SALARY:** \$21-\$25/hr

For more than 50 years, StarVista has helped people throughout San Mateo County navigate life's challenges. With over 30 programs our counseling, crisis prevention, youth housing, and early childhood services help more than 40,000 individuals each year. StarVista's strength-based, holistic approach informs our client services and our organizational culture, and is guided by our core values of respect, passion, partnerships, accountability, innovation, and integrity.

In September of this year, StarVista launched a new brand identity and website, and this newly created position will play a key role in leveraging the new brand and site for maximum fan engagement. The Social Media Specialist will assist the Development & Marketing Team with growing and maintaining a presence across our social media channels. Reporting to the Marketing Manager, the Social Media Specialist will help establish a presence on social media and keep our followers informed about the agency and its various programs. The Social Media Specialist is a key member of the Development and Marketing Team, and will work closely with internal partners across the agency. This position can be at least 50% remote/telecommute, with 50% working collaboratively in StarVista's office.

### **POSITION PURPOSE & OBJECTIVES:**

The Social Media Specialist will create and setup StarVista's social media presence, develop and plan short and long term goals. Will recommend new ideas for fan engagement and stay up-to-date on social media best practices. Assist internal partners with content creation as needed.

### **KEY JOB FUNCTIONS:**

- Create and lead the Social Media initiatives on StarVista's channels (Facebook, Instagram, Twitter)
- Create, curate, manage and implement content
- Provide social media expertise, best practices and industry information to stakeholders
- Create and manage a social media calendar
- Ensure daily postings
- Analyze the results of initiatives and social media efforts
- Create reports and recommend improvements based on findings
- Ensure branding standards and messaging are maintained across all channels

- Monitor and engage with user comments across all social media channels
- Respond to online inquiries in a timely manner
- Opportunity to live cover events, including fundraising events, trainings, public education forums, etc.

**SKILLS:**

- Highly organized with impeccable attention to detail
- Able to multitask, prioritize, and work both quickly and independently
- Excellent writing and editing skills
- Create graphics for use on social media as needed
- Ability to create sticky content and incorporate short form video content
- Good communication and interpersonal skills
- Ability to prioritize, organize, and manage multiple tasks
- Excellent analytical thinking and problem-solving skills, with ability to seek solutions collaboratively
- An understanding of social media's landscape and best practices
- Strong aesthetic eye and attention to detail
- Adobe Creative Suite (Photoshop & Illustrator) is a plus
- Exceptional team player with a proactive, can-do attitude, and the ability to problem-solve

**QUALIFICATIONS:**

- Professional social media experience

*All full-time employees receive medical, dental, vision, and life insurance benefits, accrue three weeks of vacation and two personal days in their first year of employment, and are eligible to participate in a Flexible Spending Account (FSA) and a 401K retirement plan. The agency recognizes 13 paid holidays annually. Benefits for part-time employees are pro-rated according to scheduled hours. Flexible schedule and telecommuting are possible.*

*It is our belief that staff diversity promotes appropriate responsiveness to community needs, provides representative role models for all clientele, and improves the quality of our services in a host of ways.*

*Employment decisions and services provided to clients are not based on race, color, citizenship status, sexual orientation, gender identity or expression, national origin, ancestry, age, religion, creed, disability, marital status, veteran status, or any other characteristic protected by law. StarVista fully supports the Americans with Disabilities Act (ADA) and applicable state disability law.*

To apply, please send a resume and a required cover letter describing interest in the role and StarVista, previous social media experience, and links to relevant social media projects and/or profiles, subject line: **Social Media Specialist**, to Robin Rudikoff, at [robin.rudikoff@star-vista.org](mailto:robin.rudikoff@star-vista.org).

**\*\*If interested in full-time employment, this position may be combined with additional part-time**

openings in Development at StarVista. Please visit <https://star-vista.org/about-us/careers/> to learn more about other opportunities.