



# STAR VISTA

## JOB POSTING

<b>JOB TITLE:</b>	Social Media Specialist
<b>DEPARTMENT:</b>	Development
<b>STATUS:</b>	30 hours/week, Non-Exempt
<b>SALARY:</b>	\$21-\$25/hour

StarVista is a non-profit agency in San Mateo County with over 30 programs offering counseling, crisis prevention, youth housing, and early childhood services to over 40,000 county residents each year. StarVista launched a new brand identity and website in September of 2018, creating an exciting opportunity for a talented individual looking to grow their portfolio in social media. As the Social Media Specialist, you will report to the Senior Marketing Manager, help establish StarVista's presence on social media, work collaboratively with other members of the Development & Marketing team, work with staff across the agency, and keep our followers informed about the agency and its programs.

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

The Social Media Specialist will: create, maintain, and enhance StarVista's digital presence and grow StarVista's online community; develop and plan short and long term social media goals; stay up-to-date on social media best practices; recommend new ideas for follower engagement; and assist internal partners with content development as needed.

### **KEY JOB FUNCTIONS:**

- Create and lead social media initiatives on StarVista's social media channels
- Create and manage a social media calendar
- Provide social media expertise including knowledge of best practices
- Ensure branding standards and messaging are maintained across all channels
- Complete daily postings
- Live-cover events, including fundraisers, trainings, and public education forums
- Monitor and engage with user comments across all social media channels
- Respond to online inquiries in a timely manner
- Report on and provide recommendations to enhance results of social media efforts

**SKILLS:**

- Excellent writing and editing skills
- Highly organized, able to multitask and work both quickly and independently
- Strong aesthetic eye and attention to detail
- An understanding of social media's landscape and best practices
- Ability to 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
- Excellent analytical thinking and problem-solving skills, with ability to seek solutions collaboratively
- Team player with a proactive, can-do attitude

**QUALIFICATIONS:**

- Professional social media experience
- Experience with Adobe Creative Suite (Photoshop, Illustrator) a plus

Email your resume with a cover letter describing: 1) your interest in the role and StarVista, 2) your previous social media experience, and 3) links to any relevant social media projects and/or profiles. Use subject line: **Social Media Specialist**. Send to: **Jesus Jimenez, [jesus.jimenez@star-vista.org](mailto:jesus.jimenez@star-vista.org)**.

*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; however **this is not a remote position**.*

*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.*