



JOB POSTING

JOB TITLE: Social Media Advocate

SALARY RANGE: \$58,240 - \$60,000

CHIRLA offers an excellent benefit package, which includes generous time off, health, dental, vision and 401K plan.

FLSA Classification: Exempt/Salaried, full-time, regular

REPORTS TO: Director of Communications

START: Immediately

LOCATION: Main Office

The Coalition for Humane Immigrant Rights (CHIRLA) is a nonprofit organization founded in 1986. CHIRLA is a California leader with national impact made of diverse immigrant families and individuals who act as agents of social change to achieve a world with freedom of mobility, full human rights, and true participatory democracy. CHIRLA organizes and serves individuals, institutions and coalitions to build power, transform public opinions, and change policies to achieve full human, civil and labor rights. Guided by power, love and vision of our community, CHIRLA embraces and drives progressive social change.

POSITION DESCRIPTION:

The Social Media Advocate is responsible for managing and expanding CHIRLA's presence on social media platforms to lift up the voices of immigrants and the immigrant community and advocate for social change and justice. The role of the Advocate is to assist in lifting the profile of CHIRLA as premiere immigrant rights organization in California and across the U.S. The creative drive and expertise necessary for this position should be fueled by a desire for social justice and equality for immigrants in our society. As CHIRLA's public profile continues to grow, the Social Media Advocate will work closely with departments throughout CHIRLA to effectively convey our brand, mission and core values which have furthered the cause of immigration reform and pro-immigrant policies at the local, state and national level.

RESPONSIBILITIES AND DUTIES:

- Collaboratively work with the Communications Director to develop and coordinate strategies to grow, reach, and engage social media followers and CHIRLA members while driving targeted audiences to web platforms, including www.chirla.org, and social media platforms such as Facebook, Twitter, Instagram, and YouTube
- Oversee design of major online media portals (Top CHIRLA website story, Facebook cover photograph, profile picture, thumbnails, twitter profile, blog, etc.);
- Coordinate consistent and compelling content for social media including video, photography, audio, and other medium
- Be part of Rapid Response Team coordinating the posting of content that advocates and informs the public about "breaking news", including e-blasts, tweets, live streams, and other media.
- Collaborate with Content Ambassadors and Digital Media Content Developers the production, editing, and delivery of digital content, as approved by Director of Communications





- Research, plan and execute campaigns that support the organization's advocacy, policy, and marketing campaigns and initiatives via social media, including the use of paid and organic leads
- Curate and manage all published content (written, photos, videos)
- Monitor, listen, and respond to social media user comments on a timely fashion
- Identify threats and opportunities in user-generated content
- Compile analytics reports showing results on a timely basis or as required
- In collaboration with Digital Media Coordinator, manage digital media and social media editorial calendar
- Serve on the Gala Committee and other organizational fundraising opportunities and participate in the distribution of Gala collateral materials including Save the Date, invitation, commemorative program and other materials as needed
- Assist with branding, social media postings, and coordination of digital media content as related to CHIRLA Films and CHIRLA TV
- Distribution of marketing materials created in support of other special events including Women Leading Change, or other events as needed
- Stay up to date with latest social media platform technology, best practices, and train pertinent staff on effective implementation of those updates
- Collaborate with Web Site Content Coordinator to ensure website content always up to date

SKILLS AND QUALIFICATIONS:

- Demonstrate creativity and documented immersion in social media;
 - Solid track record of motivating and a building strong team;
 - Display in-depth knowledge of social media platforms including, but not limited to YouTube, Facebook, Instagram, Vine, Twitter, Pinterest, TikTok, LinkedIn, Stumble Upon, Delicious, Digg, Reddit, Flickr, Forums, wikis, blogs, etc.
 - Excellent written and oral skills in English and Spanish;
 - Ability to effectively communicate information and ideas in written and video formats; Proficient in photo and video editing software;
 - Bachelor's degree in marketing, advertising, journalism, communication or related field experience preferred;
 - Must be extremely organized and able to work under pressure and within tight deadlines. Must be able to work efficiently and manage multiple projects at once, which may be at different stages of design and execution;
 - Use initiative and good judgment to coordinate and implement special projects;
 - Strong interpersonal and communication skills; ability to work effectively with a diverse community;
 - Strong working knowledge in graphics, layout, branding and typography;
 - Must be proficient in Photoshop Suite, Adobe Light Room, or other photo and video processing software, and Google system, and Microsoft Office 365;
 - Familiarity in web design framework or language a plus.
- To apply, send cover letter, resume and references: jobs@chirla.org
 - Subject Line should read: **Social Media Advocate**

