Social Media & Digital Content Assistant

Service Area: Development & Communications
Reports to: Development & Communications Coordinator
FSLA Status: Non-Exempt

Job Summary

Under the direct supervision of the Development & Communications Coordinator, this position provides social media and outreach content support to Walton Options’ programs in Georgia and South Carolina. This position works within the Development and Communications Team (DCT) and with program managers to assist with development and implementation of the Walton Options’ social media and online content for purposes of outreach, marketing and public relations for all three offices.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Supporting the Development & Communications Team (DCT) and other WOIL programs, including but not limited to:

Social Media Management

- Utilizing guidelines and guidance of the Development & Communications Coordinator (DCC) or Program Managers to administrate the creation and publishing of relevant, original high quality content across all active WOIL social media platforms including Facebook, Twitter, Instagram, & LinkedIn.
- Work with the DCC or Program Managers to create and fill social media content calendar as well as support any social media campaign needs for various departments across WOIL.
- Meet weekly and monthly deadlines for content creation and scheduling.
- Work with the DCC to identify, develop, and implement new ideas and campaigns to boost interactions and outreach across all platforms.
- Implement a content editorial calendar to manage content and plan specific, timely outreach campaigns.
- Work with the DCC to integrate all channels of online content for cohesive messaging (social media, content, email, and digital marketing/outreach)
- Manage or oversee all social advertising campaigns.
- Stay up to date with the latest trends in social media and audience engagement through research and webinar opportunities.
- Research and schedule content including disability news, disability resources, advocacy, and community opportunities related to the overall vision and mission of Walton Options.
- Attend and represent Walton Options at outreach events while making online connections via social sharing during the event. Specific events to be coordinated with DCC and program managers.
Website & Online Assistance

- Utilizing guidelines and guidance of the DCC or Program Managers to assist with creating and updating content on the website including but not limited to news items, service/programs content, outreach photos, and calendar events.
- Assist with posting WOIL events and happenings on local, online community calendars to raise awareness of programs, outreach and other events pertaining to WOIL core services and programs.
- Assist with WOIL e-newsletter content creation and list growth.
- Assist with content creation when necessary for external outreach opportunities.
- Complete monthly reports of website and social media stats.

Outreach Material assistance

- Work with the DCC to produce digital outreach materials (feedback, proofing, accessibility checking) when requested.

Additional assistance

- Support the DCT when needed for outreach opportunities including internal and external events.
- Support DCT networking opportunities through scheduling, participation or follow up

Competencies

- Communication Proficiency
- Knowledge of Social Media (Facebook, Twitter, Instagram).
- Basic computer skills including Microsoft Office
- Thoroughness.
- Collaboration Skills.
- Ability to exercise good independent judgement
- Flexibility.
- Ability to interpret data.
- Strong organizational and time management skills.
- Strong philosophical adherence to equality and inclusion.

Required Education and Experience

- Social Media experience including Facebook, Twitter, and Instagram

Preferred Education and Experience

- Post High School education – Associate’s Degree, Technical Degree, Certificate or Bachelor’s Degree
- Two years of related experience ideally in social media and human advocacy
- Digital Program knowledge: HootSuite (or similar), Mail Chimp, Survey Monkey, LinkedIn, etc.
- Design program knowledge: Canva (or similar), Photoshop, Illustrator, QuarkXpress, etc.
- Video content knowledge including creating, editing, captioning, and sharing video content
Supervisory Responsibility
This position has no supervisory responsibilities.

Work Environment
This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

Physical Demands
This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

Additional Eligibility Qualifications
None required for this position.

Work Authorization/Security Clearance

Other Duties as Assigned
Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Persons with disabilities are encourage to apply. Accommodations for applicants available quickly upon request.

Resumes should be submitted to jobs@waltonoptions.org for consideration.