
SOCIAL COMMUNITY SPECIALIST

JOB DESCRIPTION

Strong Towns, a nationally recognized non-profit organization, is seeking a dynamic individual to help us grow our movement by assisting us with our social media community in a quarter-time role.

The mission of Strong Towns is to support a model of development that allows America's cities, towns, and neighborhoods to grow financially strong and resilient. We have nearly 3,000 members worldwide, including at least one in each U.S. state. Our influential media site reached over 2 million people in 2021 and is shaping the national conversation on growth, development, and the future of cities.

We need someone to work with our Content Team to assist us with communication and community building through our social media presence. Such a person will:

- Have excellent written and verbal communications skills.
- Be self-driven and motivated by the Strong Towns mission.
- Have the ability to work quickly and independently to meet deadlines.
- Be skilled at communicating over social media.
- Be a creative and strategic thinker who enjoys working collaboratively with thought leaders.
- Be able to work collaboratively across digital platforms with a remote team.

Our entire team collaborates digitally from locations around the country; there are no locational requirements for this position. This role will need someone who can check in on social media every weekday, but beyond that, you'll have a fairly flexible schedule. We meet in person a couple times a year as a full staff, but attendance at those retreats is optional for part-time employees. We are an equal-opportunity, family-friendly organization. Our work is rewarding and our organization is making a difference.

DUTIES

The position of **Social Community Specialist** includes, but is not limited to, the following:

- Oversee the organization's social media strategy.
- Monitor the organization's social media feeds every weekday, interacting with the community in each of those spaces to increase engagement.
- With the assistance of the rest of the Strong Towns Team, respond to questions presented through our social media stream, or direct individuals to where they can seek answers.
- Use the Strong Towns social media presence to build community, connecting those interacting with each space to our broader community-building efforts.
- Develop the Strong Towns voice unique to, and appropriate to, each social space that we are present.
- Develop and maintain a style guide for the Strong Towns social media voice.

- Work with the Strong Towns team to improve the organization's social meeting approach, including making recommendations on content, micro-content, and what platforms we should be engaging on.

Strong Towns is currently posting content to Facebook, Twitter, LinkedIn, Instagram, YouTube, and TikTok.

The Social Community Specialist will work directly for the Program Director. This is a new role that has the potential to grow into a position with more hours and responsibilities in the future, depending on the interests of the candidate and the needs of the organization.

COMPENSATION

This is a quarter-time position (10 hours per week) that pays up to \$1,000 per month. In addition, Strong Towns provides a matching 401(k) contribution for retirement.