

## **Position Summary:**

A competitive New York City mayoral campaign is seeking an experienced Social Media Manager and content creator to lead the campaign's digital engagement strategy across all platforms. This position requires a creative and strategic thinker with a strong understanding of social media trends, content creation, and audience engagement. The Social Media Manager will report to the Senior Advisor and will work closely with the digital and communications teams to ensure the campaign's message reaches and resonates with voters across New York City.

## **Key Responsibilities:**

### **1. Social Media Strategy & Execution:**

- Develop and implement a comprehensive social media strategy to amplify the campaign's message, mobilize supporters, and engage voters.
- Manage and grow the campaign's presence across platforms, including but not limited to Twitter, Facebook, Instagram, TikTok, BlueSky, and YouTube.
- Ensure all content aligns with the campaign's brand, voice, and messaging strategy.

### **2. Content Creation & Management:**

- Participate in the creation of high-quality, engaging content, including graphics, videos, memes, live streams, and written posts.
- Work with designers and video editors to develop visually compelling digital content.
- Execute a content calendar to ensure timely and strategic messaging.

### **3. Audience Engagement & Community Management:**

- Monitor and respond to comments, mentions, and direct messages in a timely manner.
- Identify opportunities for real-time engagement and rapid response.
- Work with the Digital Organizing Director to build and nurture online communities to enhance supporter engagement.

### **4. Analytics & Performance Tracking:**

- Track and analyze social media metrics to measure engagement and effectiveness.
- Provide regular reports on social media performance and adjust strategies based on data insights.

- Optimize paid and organic digital strategies for maximum reach and impact.
- 5. **Collaboration & Coordination:**
  - Coordinate with the field and organizing teams to support volunteer-driven digital outreach.
  - Assist in crisis communications and rapid response efforts.
- **Qualifications:**
  - At least **3–5 years** of experience in social media management, digital communications, or a related field.
  - Experience working on **political campaigns, advocacy organizations, or high-profile brands** preferred.
- **Skills & Knowledge:**
  - Deep understanding of social media platforms, digital trends, and audience behavior.
  - Strong writing and storytelling skills, with the ability to craft compelling social content.
  - Proficiency in social media analytics tools (e.g., Sprout Social, Hootsuite, Meta Business Suite, Twitter Analytics).
  - Experience with graphic design (Canva, Adobe Creative Suite) and video editing is a plus.
  - Ability to work in a **fast-paced, high-pressure** campaign environment.
- **Attributes:**
  - Highly creative, strategic, and adaptable.
  - Passion for politics, civic engagement, and progressive values.
  - Strong organizational and time-management skills.
  - Willingness to work flexible hours, including evenings and weekends.

#### **Working Conditions:**

- Flexibility to work evenings and weekends as required by campaign schedules.
- Ability to lift up to 25 pounds and perform physical tasks, such as setting up for events.
- Travel within the campaign area may be occasionally required.

#### **Compensation:**

Salary is \$6500/month and includes a comprehensive benefits package.