POSITION DESCRIPTION

Social Media Content Manager

BACKGROUND

Nia Tero works alongside Indigenous people who uphold thriving territories, cultures and identities to shift all societies toward deeper reciprocity with life on Earth. We are a US-based non-profit with a global mission. Our governing bodies, leadership and staff are committed to an antiracist and inclusive culture of diverse Indigenous and non-Indigenous identities and life experience while working toward centering Indigenous peoples’ voices, world views and protocols. It is this diversity and focus that we believe is the source of our strength as a bridging institution working alongside Indigenous peoples and movements worldwide.

SUMMARY

At a high level, the Social Media Content Manager is responsible for developing copy and visual materials for Nia Tero’s social media channels and managing the external-facing brand and voice through the various platforms, ensuring it is relevant to the values and work of the organization, as well as the evolving cultural landscape of work in Indigenous rights, social justice, environmental movements and other intersectional realities. Reporting to the Managing Director, Storytelling, this position is responsible for the day-to-day posting and platform engagements with the goal of accelerating the brand vision for Nia Tero’s social engagement and impact on social media channels including Facebook, Instagram, and Twitter with an emphasis on storytelling and engaging content. The ideal candidate will have a track record of building social communities and is experienced with the Adobe Creative Suite. The individual should also be adept at leveraging data and analytics to continue to refine and optimize the content strategy and drive performance.

KEY RESPONSIBILITIES

Social Media Strategy

- Develop and present a vision for social growth and engagement strategies for Nia Tero
- Manage, draft, and produce content for all social media channels
- Partner with and commission key artists to drive organization’s narratives and interest areas
- Manage rapid responses to cultural and movement moments across social media channels, amplifying allies and driving creative content to respond to the moment
- Work with Nia Tero teams to fully integrate social media strategy with programmatic calendar, issue areas, and partners
• Coordinate with Managing Director, Storytelling to capture social media needs, new stories, new partners, and emerging social and political trends and conversations
• Co-create organizational messaging and narratives, and position cultural power around those narratives on social channels, incorporating key issues (Indigenous, climate, immigration, racial and gender justice) and strategies for campaigns, social movements, and cultural moments
• Seek partnerships to expand reach and influence, including with “influencers”; develop and manage an influencer strategy for social media

Audience Development / Tracking & Metrics
• Bring a new level of analytics and analysis to demonstrate trends on how campaigns work across social media channels to engage core audience
• Present and manage an audience development strategy that is aligned with organizational needs and vision
• Understand audiences by channels and create crossover opportunities
• Track social media performance, reach, and metrics; identify and share performance insights to inform engagement strategies
• Report, in an ongoing and timely manner, the impact of our social media and PR efforts
• Incorporate social audiences into CRM database

Public Relations
• Develop digital press kits and co-manage strategy with Managing Director, Storytelling
• Interact with PR firm and report updates and progress to Managing Director, Storytelling. Provide PR firm with most up-to-date marketing calendars of Nia Tero
• Incorporate PR work and focus into editorial calendar
• Work with the Managing Director, Storytelling to identify key focus areas

Other Organizational Support
• Production support as designated for organizational events and convenings
• Administrative support for communications
• Attend internal meetings

PEOPLE AND RESOURCE MANAGEMENT RESPONSIBILITIES
• Resources: This position will directly oversee contracts such as a graphic designer, copy editor, production crew and artists as needed. This position requires discretion and cultural sensitivity
QUALIFICATIONS

Education and experience

- 4+ years of social media experience and/or digital communications
- High level of cultural fluency
- Ability to understand, respect and respond to sensitive cultural nuances associated with working alongside Indigenous peoples
- A lived commitment to racial, gender, climate, and/or migrant justice; experience working in the arts/culture and environmental sector, and with BIPOC artists
- Excels at working within a team. Is patient and objective in difficult situations with different types of people and cultures
- Excellent writing, editing, proofreading, copy editing, and organizational skills
- Ability to effectively use an intersectional justice frame of reference for everything - writing, ideation, and strategic planning
- Experience deploying timely content during rapid-response scenarios
- Expert on Facebook, Twitter, and Instagram; knowledge of other social apps & ability to grow select audiences
- Deep familiarity with social media audiences, best practices, and analytics
- Familiarity with Adobe Creative Cloud suite, particularly Photoshop, Illustrator, and basic video editing skills
- A positive team player with a passion for progressive change and Indigenous issues
- Good collaborative skills and the dexterity required to work effectively in a fast-paced environment
- Strong organizational, time management and project management skills. Ability to manage multiple and varied tasks in a fast-paced, high-volume regulated environment, highly proficient organizational skills and keen attention to detail
- Ability to reach out to partners, artists, and vendors to contract and commission work
- Ability to multitask, take initiative, and perform under tight deadlines
- Ability to work independently

*A combination of education, training, and experience which has provided theoretical and practical knowledge will be evaluated for equivalency.

Ideal:

- Working knowledge of Spanish, French or Portuguese.
- Experience with global organizations and frameworks

WORKING CONDITIONS AND TRAVEL
This position is based in Seattle, WA. Due to COVID 19 restrictions, this position will work remotely while the office is closed.
Physical Requirements:
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job:

- Visually or otherwise identify, observe and assess distance, color and depth; Required to regularly communicate with others and exchange accurate information.
- Able to operate a computer and other office productivity equipment; able to remain stationary at a computer for extended periods of time and move around his/her assigned work space.
- Occasional day and night domestic travel and some international travel is a potential (up to 25%)

HOW TO APPLY

If interested in this role, please email cover letter and resume to jobs@niatero.org. Nia Tero is an Equal Opportunity Employer. Compensation commensurate with similar roles and experience.

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