

## JOB ANNOUNCEMENT

### **Social Media & Engagement Manager**

EdSource is looking for an energetic, insightful and creative Social Media and Engagement Manager experienced in publishing content and growing audiences across key social platforms.

### **Organizational Overview**

EdSource Today is California's pre-eminent source of news and analysis about K-12 public education. It has become a "must-read" by policymakers, influencers and the public to stay abreast of education in the state.

Founded in 1977, EdSource is a nonprofit, non-partisan media organization focusing on key education challenges in California. Its journalism and communications arm is "EdSource Today" ([www.edsource.org](http://www.edsource.org)) which produces in-depth articles that clarify and drive conversations about the efforts underway to change education.

### **Responsibilities**

The Social Media and Engagement Manager will be responsible for:

- Developing and executing social media strategies and initiatives across a variety of platforms including, but not limited to: Facebook, Twitter, LinkedIn and YouTube.
- Overseeing the day-to-day social media operation, creating interesting and innovative posts (text, photos and graphics) for EdSource's social channels.
- Creating and managing social media campaigns to promote the organization's content, build readership, create content pick up and distribution by other organizations.
- Assisting with managing relationships with other media outlets to facilitate distribution of content.
- Establishing benchmarks for measuring the impact of social media initiatives; analyzing and delivering insights into the organization's social audiences and the effectiveness of growth initiatives across each platform.
- Moderating comments on the *EdSource Today* site and online networks; and answering questions where appropriate.
- Helping to expand readership of EdSource's online newsletters.

### **What We're Looking For**

- Bachelor's Degree in journalism, communications, business/marketing or related fields preferred.
- Minimum of two years of hands-on experience in social media management and building communities, preferably in the digital journalism space.
- An understanding of, and ability to articulate how different social platforms can advance editorial strategies; and how to shape content to advantage the strength of each.

- Skilled in the use of social media management and tracking tools, in particular Google Analytics, Facebook Insights, Twitter Analytics and Hootsuite.
- Excellent writing and communication skills.
- Working knowledge of WordPress, Adobe Photoshop, Illustrator and video a plus.
- Active participant in social media networks and online communities.
- Strong project management skills, detail-oriented, and able to take the initiative and leadership role on projects.
- Strong interpersonal communications skills, congenial personality and able to work positively with individuals and as part of a team.

Competitive salary commensurate with experience, with an excellent benefits package.

To apply, send a complete resume and cover letter, along with links to your Twitter and LinkedIn accounts to Lanita Pace-Hinton, Deputy Director, via email: [lpace@edsources.com](mailto:lpace@edsources.com).