



CCM : LOS ANGELES REGIONAL REENTRY PARTNERSHIP

JOB DESCRIPTION

Title: Social Media Specialist

Division: Christ-Centered Ministries DBA Los Angeles Regional Reentry Partnership

FLSA: Exempt, Part time 20 hours per week

Supervisor: Director of Programs and Operations

Pay Range or Rate: TBD

Revised: 01/12/2023

LARRP Summary

Founded in 2011 to advance the nonprofit sector's communications, capacity building and convening for the Reentry Community. The Los Angeles Regional Reentry Partnership (LARRP) is a nonprofit think tank that designs, conducts, interprets and explains the complicated reentry system to advance the resolution of social problems and people impacted by the system.

Position Overview:

We are seeking a dynamic and highly motivated individual to join our team as a Part-Time Social Media Specialist. In this role, you will play a crucial part in shaping our organization's online presence and communication strategies. The ideal candidate will have a strong understanding of social media dynamics, excellent content creation skills, and the ability to enhance collaboration among various teams.

Overall Duties

Strategy & Campaign Planning: 30%

- Collaborate internally and externally to create effective, result driven social media marketing strategies for network development, and to be in line with our brand values.
- Plan and execute social media campaigns, involving all stakeholders as necessary to ensure campaigns are successful and meet network needs.
- Work with Policy and Engagement Manager and Program Manager to make sure all social media channels are informed of current local and national reentry politics

Content Development: 60%

- Create graphics, memes, flyers and other digital content for socials, website and newsletter
- Develop, curate, and publish content across various social media platforms, including Twitter, Instagram, LinkedIn, TikTok, Facebook, and work with webmaster to post on LARRP website
- Develop Flyers and curate email blasts as needed for the network
- Attend community events directed by LARRP Leadership team to produce content.
- Ensure consistent brand messaging across the web and various social media platforms including but not limited to Twitter, Facebook, TikTok, Instagram, LinkedIn, and YouTube.
- Engage with users and provide responses to social media inquiries, messages, and comments
- Develop and maintain weekly and monthly content calendars and ensure they are executed efficiently and effectively
- Work with LARRP Staff and communications team weekly to gather content for social media content.

Analysis: 10%

- Collect and analyze data related to website, social media accounts and campaigns to track performance and identify areas for improvement
- Use analysis to improve social media marketing strategies and campaigns

Minimum Qualifications - Knowledge, Skills and Abilities Required

- 3+ years experience in social media content curation, community promotion or a related field.
- Strong written and verbal communication skills, with the ability to articulate complex ideas clearly.
- Understanding of communication channels and strategies, both internal and external.
- Familiar with social media platforms and editing capabilities.
- Demonstrated ability to analyze data, assess impact, and devise strategies for growth.
- Ability to work collaboratively with diverse teams and committees.
- Lived Experience is a plus but not required
- Reliable transportation to travel between meetings and sites, as needed (mileage reimbursed).
- Ability to work effectively in a dynamic environment both independently and as part of a team – flexible and able to multitask
- Entrepreneurial spirit and drive - professionalism, high energy, patience, hard work and a “can do” attitude

Secondary Functions

- Perform other duties as assigned by the Executive Director and Director of Program and Operation, and Communication Consultant.
- Must be collaborative and responsive to a wide array of staff, Committee Leads and consultants.

Non-Essential Qualifications:

Experience using Drop Box, Microsoft Applications, G-suite, Zoom and Constant contact.

Environmental Conditions (Working Conditions)

Local automobile travel is required.

Physical Requirements

The Social Media Specialist typically spends time sitting, standing, typing, thinking, writing, walking, driving, carrying (max. 15 lbs), listening, speaking.

Mental Requirements

This position will require the individual to be able to handle any/all of the following: constant distractions, interruptions, uncontrollable changes in priorities/work schedules: be able to process information, think and conceptualize.

This position reports to the Executive Director and Director of Operations and Programs and must be collaborative and responsive to a wide array of staff, Committee Leads and consultants.

Apply for Job

You can apply for this job [here](#) through this google form, it is highly recommended to provide samples of your past work that shows your social media experience.

I have been given a copy of this Job Description. I understand that I may be asked to perform duties not listed on the description and that management may change this position description at any time, according to Agency needs.

Employee' Signature Date

Los Angeles Reentry Regional Partnership is an Equal Opportunity/Affirmative Action Employer. Personnel are chosen on the basis of ability without regard to race, religion, sex, national origin, disability, marital status or sexual orientation, in accordance with federal and state law.