

IGNITE

IGNITE Social Media Manager

About IGNITE

IGNITE is a movement of young women who are ready and eager to become the next generation of political leaders. We offer civic education, exposure to elected women, hands on training and work opportunities, and a peer network of women who support each other's aspirations. We are a national, non-partisan 501c3. IGNITE programs and events are for all cis and trans women, as well as non-binary people who are comfortable in a space that centers the experiences of young women.

IGNITE Structure

IGNITE has a national office that is responsible for:

- Developing and codifying IGNITE programs, packaging them and making them digitally available.
- Developing a national communications calendar (including social media) and managing all communications.
- Developing national partnerships.
- Working in partnership with staff to prepare individual, foundation and corporate proposals.
- Working in partnership with staff to raise individual contributions from supporters across the US.
- Securing corporate sponsorships to support national-scale work.
- Developing annual budgets and managing all agency resources.

IGNITE staff are located across the country and work cross-functionally on regional and content-area teams. While this position reports to the Communications Director, they will need to maintain positive, collaborative relationships with program staff in other parts of the country and be comfortable collaborating virtually.

POSITION DESCRIPTION:

IGNITE is looking for a talented, experienced Social Media Manager to lead our social media accounts. You will be responsible for creating copy, sourcing and collaborating on video and graphic content, managing posts across multiple channels and responding to our audience, managing company image and messaging in a cohesive way. As Social Media Manager, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our company's views and programs thoughtfully and creatively. A successful candidate will have the ability to oversee and execute our social media presence ensuring high levels of web traffic and customer engagement, and they will be innovative, fast-moving, and data-driven in an effort to define and communicate our work, attract new participants, and expand our audience.

RESPONSIBILITIES:

Strategy and Brand Awareness

- Perform research on current benchmark trends and audience preferences.

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- In collaboration with the Communications team, design and implement social media strategy to align with organizational and strategic goals.
- Set specific objectives and report on ROI for all engagement and campaigns.
- Monitor and report on social media generated website traffic and leads.
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up to date on new social media tools, best practices, competitive activity, and other social media leaders to bring early adopter technologies and trends.
- Coordinate with the Communications Team to strategically plan media buys on social media platforms to ensure seamless integration into the holistic marketing plan.
- Work across teams to collaborate in the development and further engagement of IGNITE's brand ambassador program.
- Continuously build out a list of potential partners and make recommendations to the Communications team for collaborations, partner outreach, and partner engagements.

Social Media Execution

- Own the day-to-day management of Instagram, Twitter, TikTok, LinkedIn, Snapchat, Facebook, YouTube and Pinterest.
- Create copy, source and collaborate on video and graphic content for all social media channels.
- Increase social media followers through active engagement and communication campaigns that align with IGNITE's brand guidelines.
- Grow top-of-funnel engagement, deepen customer trust, and engage IGNITE's user community on social media.
- Gather and report on weekly insights about channel/community performance, highlighting top-performing content, low performing content and opportunities for growth.
- Collaborate with key content providers across the organization to integrate social media within wider communication projects and act as an advisor on how best to leverage different types of content on IGNITE's social media channels.
- Monitor and engage with college chapter social media and capture/archive their photos and events.
- Track the news cycle for politics and pop culture and integrate trending topics of the day into social media.
- Actively engage in relevant conversations to position IGNITE as a thought-leader in our field
- Create social media toolkits to distribute to stakeholders to amplify programs.
- Set up and manage automated reply systems for all social media message platforms.

QUALIFICATIONS:

- 4+ years of experience managing social media accounts for a company or nonprofit organization and knowledge of social media engagement and growth strategies, and analytics; or an equivalent combination of education and experience
- Proven hands on experience in content management
- Excellent verbal and written communication skills, including public speaking
- Prior experience in non-profit communications and/or fundraising preferred

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- Demonstrated ability to write strategic, engaging, and grammatically correct content for social media and other digital channels as needed, Superior time management and organizational skills and ability to juggle multiple projects and meet deadlines in a high-energy, fast-paced environment
- Comfort working remotely with team members across time-zones and the ability to navigate virtual work environments.
- Fearlessness in learning new software and technology tools
- Extraordinary flexibility and willingness to adapt to new internal and external conditions
- An affinity for working with a culturally and politically diverse community
- Commitment to building and fostering a diverse, inclusive, and collegial workplace; multicultural competence and ability to work across lines of difference

Salary Range: \$55,000 - 65,000 base with health benefits and generous time off package.

To Apply: Please send a 1) resume (PDF), 2) statement of interest, and 3) links to previous social media that you have managed to Amanda Conlee, Chief Operations Officer, at amanda@ignitenational.org.

IGNITE requires all employees to be vaccinated against COVID-19 within 6 weeks of their start date.

IGNITE is an Equal Opportunity Employer. We will consider applicants for positions without regard to any category protected by applicable federal, state or local law, including but not limited to: race, color, religion, sex, national origin, age, physical or mental disability, genetic information, veteran status or uniformed service member status. Women, people of color, LGBTQ people, young people, and members of other historically disenfranchised populations are strongly encouraged to apply.