URBAN STRATEGIES COUNCIL
Social Media Specialist: Volunteer Position

Urban Strategies Council (the Council) is a community building support and advocacy organization located in Oakland, California. Founded as a non-profit organization in 1987, the Council’s mission is to eliminate persistent poverty by helping to transform low-income neighborhoods into vibrant, healthy communities. The Council works locally and nationally to provide research, data and policy analysis, strategic planning, program development, capacity building and advocacy in service of low-income communities. The Council works with stakeholders in low-income communities, community-based organizations, and major public systems to expand services for children and families, improve health, educational and other outcomes, and increase employment and economic opportunities. For more information on the Council, see our website at www.urbanstrategies.org.

POSITION DESCRIPTION

The Social Media Specialist will use new media outlets to inform and engage the public. The specialist will post event information, publicize what the Council does and publish content related to our mission. His or her goal is to reach a wider audience, especially a younger audience, and to help establish a social media strategy for the organization and its projects. The Social Media Specialist will be skilled at writing and creating content that engages and inspires online users. You must be able to think strategically and have a passion for innovation and social impact!

Duties include:
- Post regularly on a variety of sites, including Facebook and Twitter
- Monitor trends in social marketing tools, trends and applications and appropriately apply that knowledge to support our online campaigns
- Stay informed about new sites and trends in how people get information
- Measure the impact of social media on the overall marketing efforts
- Stay in touch with Research Director and other key staff to learn about current campaigns and media strategy

Requirements:
- Must be very familiar with new media and have experience using it
- Strong ability to communicate ideas and information in online formats
- Successful use of social media will draw more users to read and comment on posts and increase web traffic on the organization’s web sites.

POSITION TIME REQUIREMENTS
The ideal candidate is available 1-2 days per week on a part time basis, for six to twelve months.

COMPENSATION
This is an unpaid position; course credit arrangements are gladly negotiated.

APPLICATION PROCESS
To apply for the Social Media Specialist position, please submit an electronic cover letter indicating your interest, qualifications, and availability; and a resume to it@urbanstrategies.org. No phone calls please.