



Social Media Manager

Position:

The League of Women Voters of Houston is looking for a volunteer Social Media Manager ready to create change and build online momentum on behalf of the most prominent nonpartisan organization in a city of over 2 million people.

In the midst of a global pandemic, the critical nature of digital communication has dramatically accelerated. From here forward, people will seek information and interact with organizations differently than they ever have before. The person filling this position will work in tandem with the Communications Director and under the VP of Marketing and Communications, and play a vital role in ensuring the League drives meaningful engagement in our community with content that informs, encourages and celebrates participation in civic dialogue.

As Social Media Manager for LWV Houston, you will be responsible for:

- Exploring the digital landscape, tools and resources to develop thoughtful content and campaign strategies that build awareness and engage
- Owning and shaping the implementation process of content and campaign strategies, recruiting and managing volunteers for support when desired
- Ensuring a consistent and informed brand voice and presence across platforms
- Collaborating with VP of Marketing and Communications and the Board of Directors on monthly priorities and calls to action
- Monitoring platforms and moderating online comments, reports and feedback
- Tracking, building and sharing campaign and social engagement reports and best practices

Skills and experience:

- Relevant professional digital marketing/social media experience
- Superior writing skills with some experience in communicating brand voice and thematic topics
- Understanding of various digital channel nuances and requirements
- Ability to measure the success of engagement and reporting
- Strong organizational skills and attention to detail
- Excellent problem-solving and communication skills, including both written and interpersonal
- Confidence using Canva, collaborative Google products and general online communication abilities
- Ability to commit a minimum of 5 hours a week
- Interest and/or experience in voter advocacy or community initiatives a plus!