



## Job Description: Social Media Strategist/ Community Manager

### Position Summary:

As buildOn's Web Editor/Social Media Writer you will be a key team member of a growing communications department. buildOn is getting bigger and better every year and we are committed to making social media and web communications a cornerstone of our growth plan.

In this position you will be able to create innovative and exciting methods for public awareness and engagement. Through creative, clear and compelling web and social media communications you will drive engagement and awareness of buildOn's work nationally. You will have the exciting opportunity to share amazing stories about American youth and global villagers who are changing their world from the ground up! We are looking for someone with a proven track record in growing communities on social media.

**Reports to:** National Communications Director

**Salary:** Depends on experience

**Type:** Full-time - Experienced

**Start date:** Immediate

**Location:** Chicago, IL

### Principal Duties and Responsibilities:

- Develop and implement strategic plan to grow buildOn's social media audience for key demographics.
- Strengthen the buildOn brand and engage our community on social media by producing creative and compelling content.
- Manage the day-to-day execution of social media messaging.
- Create strategy and help secure social media cause marketing and influencer partnerships.
- Update and maintain the buildOn website (buildon.org) and the buildOn blog (buildonfromthefield.org).
- Grow web traffic for buildOn.org by evaluating and improving the site's SEO.
- Write clear, compelling communications and feature stories for the web/buildOn blog for targeted demographics.
- Build and edit e-communications using tools such as Emma Email Marketing.
- Work with the buildOn Communications Department to broaden awareness of buildOn's work in the U.S and around the world.
- Other duties as assigned.

### Education, Experience & Skills:

- A proven track record in social media strategy and management.
- Experience planning, managing and executing successful social media campaigns.
- A bachelor's degree and 2 to 3 years of experience in journalism, communications or related field.

- The ability to write creatively, clearly, and compellingly. An eye for detail and impeccable grammar.
- Experience with web publishing, HTML, SEO and basic content management systems.
- Able to work with minimal direction and supervision; independent and self-sufficient.
- Able to think strategically and are results driven.
- Ability and desire to work effectively in a fast-paced, team environment.
- Deep passion for buildOn's mission.
- Team player with positive and enthusiastic attitude.
- Must be organized, detail-oriented and deadline-driven.
- Programming knowledge, Adobe Creative Suite experience a plus.
- Non-profit experience a plus.

**To Apply:**

Email a letter of interest including salary history, resume, writing sample to Carrie Pena at [jobs@buildon.org](mailto:jobs@buildon.org). Please include "Social Media Strategist/ Community Manager" in the subject line.

**About buildOn:**

buildOn is breaking the cycle of poverty, illiteracy and low expectations through service and education. For the past two decades buildOn has mobilized urban youth to lift up their communities and change the world through intensive volunteer service.

In buildOn's afterschool programs across the U.S., urban youth contribute hundreds of hours each week to tutoring children, feeding the homeless and volunteering at senior citizen homes. buildOn takes these same students, many of whom have rarely traveled outside their own neighborhoods, to some of the poorest countries on the planet including Haiti, Malawi, Mali, Nepal and Nicaragua to build schools.

More than 440 schools have been built, and ground is broken on a new one every 5 days. Through buildOn U.S. students realize their ability to change lives, including their own. 95% of buildOn youth not only graduate high school, but go onto college. Learn more at [buildon.org](http://buildon.org).

**Anti-Discrimination Policy and Commitment to Diversity**

buildOn seeks individuals of all ethnic and racial backgrounds to apply for this position. We are committed to maximizing the diversity of our organization, as we want to engage all those who can contribute to this effort.

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buildOn is an equal opportunity employer committed to providing its employees with a work environment that is both challenging and rewarding. For additional information, please visit our website at [www.buildon.org](http://www.buildon.org)