

SOCIAL MEDIA MANAGER

WHO WE ARE

Georgia Center for Opportunity (GCO) is an independent, non-partisan policy research organization that develops solutions leading to social and economic opportunity in the state of Georgia. Our vision is that Georgia's communities are the most vibrant in the country.

To achieve our mission, we research ways to help remove barriers to opportunity in each of these pathways, promote our solutions to policymakers and the public, and help effective and innovative social enterprises deliver results in their communities. Our ultimate goal is to see every Georgian who is willing to seize the opportunities presented to them living a life that can be characterized as truly flourishing.

With offices in Peachtree Corners of metro Atlanta and Columbus, GA, GCO is a fast-paced, entrepreneurial, and highly collaborative environment. We are excited to expand our communications efforts through a job opening in social media. We are looking for a Social Media Manager who will be responsible with collaborating with our team to drive online engagement and marketing.

The Social Media Manager is a full-time position.

POSITION DESCRIPTION

Ideal candidates will have experience with adapting content to multiple audiences and understand online engagement. Candidates must be able to adapt to content and messaging that is both engaging but also respectful of the audience being reached.

Applicants must have excellent social media presence, design skills, and video editing experience. Ideal candidates must have experience with Photoshop, Premiere, After and Illustrator with some experience with social media manager and marketing software. Interpersonal skills, ideological alignment, strong judgment, as well as written and verbal communication skills are required for this position. While the position is partially a work-from-home job, we are looking for applicants based in the Atlanta, Georgia area to help with on-site social media opportunities as well the ability travel and document classes and events hosted by the organization.

RESPONSIBILITIES

- Promote daily social media postings
- Market upcoming events
- Analytics and marketing tracking

- Create and promote video content
- Assist with submission of a social media calendar and budget

- Collaborate with the communications and marketing team on ongoing marketing campaigns
- Respond to current events in the voice of the organization
- Identify and contribute to online conversations
- Produce and star in live and filmed video content
- Track social and digital zeitgeist
- Provide insight into ways to improve SEO and expand the organizations digital footprint
- Set up and run digital ads through Meta, Google, and
- Reporting of public view of the organization.

QUALIFICATIONS

- Excellent organizational and time-management skills
- Excellent communication skills
- Ability to define and track measurable goals for yourself and the organization
- Demonstrated ability to work in collaborative environments
- Able to provide and receive constructive critical feedback
- Proficiency in use of the Adobe suite or Canva
- Proficiency with filming on both digital cameras and on phone
- Ability to adapt messaging to different voices and styles
- Must provide a portfolio or demonstrative ability to leverage social media
- Minimum 2 years' experience in social media role

COMPENSATION & BENEFITS

GCO offers a competitive salary, commensurate with experience. This position also offers the right candidate significant opportunities for professional development and growth.

We are looking for people who share our values of innovation, passion, excellence, and impact. For more on the Georgia Center for Opportunity, visit www.GeorgiaOpportunity.org.

PROCESS

Interested candidates are asked to provide the following to careers@georgiaopportunity.org:

1. Brief cover letter including brief biography and portfolio with a link to social media accounts they have managed
2. Resume and salary requirements
3. Two professional references