



## Social Media Manager Position Description

**SOCIAL MEDIA MANAGERS** (SMMs) are creative strategists and content developers responsible for administering Amnesty International USA's youth social media accounts. SMMs are member leaders at AIUSA, serving as volunteers who provide leadership to the organization, working within the Youth & Student Program in the Grassroots Leadership and Engagement team at AIUSA. SMMs are responsible for creating original and/or properly vetted and sourced text, picture and video content, managing posts, and responding to followers to generate engagement. SMMs administer, cultivate, and grow AIUSA's social media presence ensuring high levels of engagement (i.e., likes, comments, follows, profile views), including motivating individuals to take a form of action and to get involved with activism. SMMs manage AIUSA's "youth image" and brand, maintaining a people-centric approach and focusing on youth activists' journeys and actions.

### Responsibilities

- Work as part of a small team for the designated social media platform to develop strategies for content and engagement
- Create and post original content (text, image, and video) ensuring that AIUSA policy and positions are accurately represented
- Communicate relevant information to followers such as AIUSA position statements, Amnesty youth highlights, deadlines and opportunities
- Post content at least three times a week in your designated platform
- Spotlight AIUSA student groups and youth activists, and identify AIUSA student group profiles to follow and engage with
- Take part in organizational consultations and planning, including collaboration with YLA leaders, other AIUSA member leaders, and staff on organizational priorities and other internal matters

### Qualifications

- Understanding of and commitment to inclusion, diversity, equity, and accessibility (IDEA) and how it pertains to social change work
- Demonstrated success working with volunteers and in groups
- Familiarity with AIUSA and experience with student groups
- Skillful use of social media platforms and knowledge related to design, tone, features, and best practices
- Ability to take initiative and develop creative solutions to challenges
- Strong organizational skills and ability to manage large amounts of information coming from multiple sources (email, text, web, etc)
- Ability to translate content from one form (email, webpage) into another (social media post, reel, etc)

### Requirements

- Age 15-24 at time of application
- Average commitment of 5-10 hours per month for 1 year (June through May)
- Participate in monthly calls with the full YLA team and one on one meetings with staff as needed
- Attend the annual SMM member leader training (all expenses are covered by AIUSA)
- Maintain ongoing communication with AIUSA staff and member leaders via Slack, email, and/or text
- Become an official dues-paid (\$15/year) or dues-waived member of AIUSA
- Develop an annual workplan and submit brief monthly reporting on activities (this may be done as an SMM team)
- Participate in semi-annual self-assessment and evaluation with AIUSA staff