

Position: Social Media Manager
Location: Remote (any state/location)
Reports: Communications Director
Status: Full-time, exempt
Salary: \$73,000 - \$80,500 depending on experience and location
Deadline: Applications reviewed on a rolling basis, prompt submission strongly encouraged

ORGANIZATION

Mijente is a digital and grassroots hub for Latinx and Chicanx movement building and organizing. Launched in 2015, Mijente seeks to strengthen and increase the participation of Latinx people in the broader movements for racial, economic, climate and gender justice. Mijente has since become a widely sought after entry point and partner for Latinx people and communities across the United States, Puerto Rico, and internationally, to study and train together, to organize and grow power against, without, and within the state and to create the art, music, and space for healing that has transformed our network into a political home. As our organization grows, in 2021 we are strengthening our organizing infrastructure and seeking individuals with a passion for movement-building and grassroots organizing. Mijente is part of a family of organizations: Mijente (501c4), Mijente Support Committee (501c3), Mijente PAC (political action committee).

POSITION SUMMARY

The Social Media Manager should be “on” at all times -- carefully watching developments in the press and prepared to craft rapid response statements and social to the news. That means anticipating Presidential speeches, building out a social media calendar, working closely with policy to time rollouts on social media with any campaign priorities, and growing Mijente’s social media reach with specific metric goals on all platforms. We are looking for an individual who should always be thinking toward Mijente’s next “viral” moment -- how to develop creative content that pairs with the organization’s campaigns, craft social media that is compelling and shareable, edit and cut together video, and engage with influencers on social platforms to expand Mijente’s reach. They will also be responsible for analyzing and adopting new social media trends and platforms.

QUALIFICATIONS

- Technical savvy
- Excellent writing skills

- Ability to develop a marketing and branding strategy
- Ability to manage and regularly update website content
- Ability to draft copy for online platforms
- Video and photo editing skills (Photoshop, Canva, Adobe, etc.)
- Finding creative solutions to turn single assets into snackable social pieces that can be distributed across all platforms
- Deep knowledge of social content across social platforms like Instagram Reels, IGTV, TikTok, Snapchat, Twitter, and Facebook.
- Expertise at translating complex ideas into simple, emotional content that people share

RESPONSIBILITIES

- Coming up with creative strategies to grow and maintain Mijente's social media audience
- Defining Mijete's brand voice on social media channels, making Latinx politics and immigration a compelling issue with a fresh, bold, and approachable tone
- Leading an editorial process to release social media campaigns that break through to new audiences and define what's being talked about in politics as it relates to Latinx community and Mijente campaigns;
- Understanding metrics that matter and how to improve them: reaching new audiences, getting them excited about Mijente's work, and converting them to donors and volunteers
- Working with all Mijente teams to develop social media content and strategies that support the organization's political and policy priorities
- Executing A/B testing plans to optimize campaigns and inspire more people to deepen their engagement with the movement

SALARY AND BENEFITS

Salary range is competitive and commensurate with the candidate's experience and skills. Benefits include comprehensive health (medical and dental), two weeks' vacation plus PTO days, sick and family leave.

TO APPLY

Applications are reviewed on a rolling basis until the position is filled. To apply please submit your resume along with a cover letter via email as promptly as possible to info@mijente.net.

Please include in the subject line the position title. We cannot respond to telephone or email inquiries.

Mijente and Mijente SC are an equal opportunity employer. Mijente prohibits unlawful discrimination against any employee or applicant for employment based on race, color, religion, sex, gender identity, age, national origin, genetic characteristics, disability, status as a special disabled veteran or veteran, marital status, sexual orientation, sexual identity or any other basis prohibited by law.