

# Position Announcement- Social Media Manager, Mentoring Mentors



## About Mentoring Mentors

Mentoring Mentors, Inc. (Mentoring Mentors) is a Baltimore based 501(c)(3) mentorship non-profit organization established in 2014 to promote community interdependency and long term relationships for urban African-American youth/adolescents ages 11-18. At our core, Mentoring Mentors is an organization that celebrates interdependency and teaches commitment to the community.

## Local initiative:

MMI operates in the Northwest Baltimore communities. Our Mentees attend Title I school, categorized by a high percentage of economically disadvantaged students residing within the zip codes of the school zone. These neighborhoods are characterized by high levels of adverse childhood experiences (ACEs) of poverty, incarceration, youth in foster care, abuse and neglect, youth who have disabilities, and academically at-risk students.

## Position Overview

Reporting to the Program Coordinator (PC), the Social Media Manager will manage and build sustainable social media strategy that will increase brand awareness and online appearance. The Social Media Manager will be responsible for the development of media KPIs, managing social media content, measuring media campaign success and staying up to date with latest trends. Social Media Manager will be responsible for assisting with the development of recruitment strategies as well.

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## Social Media Manager Mission:

- Create an image that reflects the culture, vision and mission of the organization.
- Develops positive relationships with social media followers .
- Manages the programs daily social media post to promote follower engagement
- Develops and implements media and marketing strategies that align with organization's mission, goals and objective
- Conduct social media listening and monitoring using appropriate tools
- Create and/or curate all social content, including text, image, and video
- Prepares social media content publishing calendar
- Manage editing, approval, and scheduling of all posts for all platforms
- Engage and communicate with brand followers and fans on social media platforms
- Create and build any needed social media channels
- Contribute to Social Media Policy

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Mentoring Mentors

## Professional Qualifications:

- Bachelor's degree
- 0-2 years of relevant public service experience (preferably non-profit)
- Must be available for periodic meetings on the weekend or evenings
- Knowledge and understanding of marketing tools
- Aware of current social media trends.
- Have experience leading projects that intentionally promote brand awareness and recruitment
- Competent decision-maker with excellent leadership skills
- Ability to work with staff, mentors and youth( 13-17)
- Demonstrated professionalism and understands the chain of command and delegation of responsibility
- Strong organization, time management and communication skills
- Must be able to work independently
- Must be passionate, creative, display positive attitude, mission-driven and self-directed

## Compensation and Benefits

- Salary is in the range of \$40,000-\$50,000 based on experience and expertise.
- Flexible vacation policy all national holidays observed
- \$500 annual professional development stipend