Future Coalition
Social Media Coordinator

ABOUT THE POSITION

The Social Media Coordinator will oversee the curation and distribution of Future Coalition content across Future Coalition's social media platforms, with a strong emphasis on engaging and growing our gen z and millennial base on Instagram, TikTok and Twitter. They will manage Future Coalition's social media accounts as well as support the Partnerships team to coordinate shared social media promotion across the youth climate movement and youth civic engagement movement with key adult partner organizations. The Social Media Coordinator sits on the communications team at Future Coalition and reports to the Communications Project Manager. This person works closely with the Art/Creative Coordinatorand Digital Coordinator to produce engaging multimedia content and execute digital communications strategies. Additionally, this person works across teams to support the amplification needs of all Future Coalition programs including the Youth Climate Finance Alliance, civic engagement, Youth Direct Action Fund (YDAF) and Future Incubator.

TIME EXPECTATIONS AND STANDARDS

40 hours/week
Paid and remote

Percentage of Essential Responsibilities:

Copywriting + Graphic Design - 45%

- Create copy and graphics that communicates the mission of Future Coalition
- Create copy and graphics that inspire gen z and millennial followers to take action
- Create copy and graphics off of educational resources from Future Coalition's programs including, Youth Climate Finance Alliance, civic engagement, YDAF and Future Incubator
- Amplify the content of local organizations within Future Coalition's base
- Ensure all social content aligns with design and branding of Future Coalition
- Ensure all campaign-specific content aligns with campaign branding and design guidelines
- Create social media toolkits for campaigns
- Ensure graphics are formatted correctly for social media
- Support additional graphic designers to develop content as needed in collaboration with the Art/Creative Coordinator

Social Planning and Posting - 30%

- Daily management of the social media accounts for Future Coalition's social media accounts, prioritizing Instagram, Twitter and Tik Tok

- Monitor social media channel performance to increase the following and engagement of Future Coalition's base
- Work in close collaboration with the Digital Coordinator to align social media and email release dates
- Work in close collaboration with the program leads to ensure promotion of program and campaign content

Partner and Content Coordination - 10%

- Work with the partnerships and outreach teams to amplify content from key partners and local groups
- Monitor content requests from the rest of the team and ensure these requests are recorded on the content calendar
- Research hashtags and partner accounts to maximize impact, comments and engagement

Analytics Tracking - 10%

- Analyze engagement from social analytics platforms and tools using data to improve content and maximize best practices for posting and content creation
- Compile social analytics for quarterly and end of year reports for Communications Project Manager

Comms Team Coordination - 5%

- Build relationships with our closest partner's social media managers
- Collaborate with and provide feedback to Art/Creative Coordinator to ensure that the visuals will engage with social media following
- Work with the Communications Project Manager to produce content and ensure that the social media posts fit Future Coalition's brand voice, style, and long-term strategy
- Sit on the Communications Team Content Calendar Call and attend additional Strategy and/or Coordination Team Call as needed
- Keep files and folders organized in Google Drive

Requirements:

- Strong understanding of analytics
- Strong and polished copywriter
- Experience with Canva/other design software
- Ability to respond to rapid response updates and be flexible with working hours/timelines
- Strong support of team norms

Desired but not required:

- Tiktok editing experience and posting
- Understanding of latest social media trends
- Cultural competency around BIPOC/LGBTQIA+ and climate justice issues
- Deep love for organizing

To apply: Please send a resume, cover letter and a portfolio of design work to jobs@futurecoalition.org with the subject line “Social Media Coordinator Application.” The salary range for this position is $45,000-$50,000 and compensation will be commensurable with education and experience. Applications are accepted on a rolling basis. This position will remain open until filled.