



EMPOWER OAKLAND

Job Description: **Social Media Manager (Contract)**

WHO WE ARE

Empower Oakland is a volunteer-led organization of 150+ Oakland residents working in education, technology, non-profits, media, development, and government with a wide range of political affiliations and opinions.

We are united in our belief that Oaklanders deserve to be well-informed about local elections and our commitment to a better future for Oakland. [Learn more](#) about our organization.

LOCATION AND HOURS

Candidates should be based in the SF Bay Area, ideally in Oakland, CA. We are a remote team but conduct in-person events and team off-sites periodically.

This role will be a contractor and flexible in schedule. Special events may require evening availability on occasion, and at your discretion. Basically, you can work around your own schedule.

WHAT YOU'LL DO

The Social Media Manager will create, manage, and analyze content across platforms including Facebook, Instagram, LinkedIn, X (formerly Twitter), YouTube, and potentially others, to grow account activity and relevance. The goal of this work is to increase informed civic engagement in Oakland and local government

accountability through increased views of our owned media (voter guide on website, newsletter, etc.)

They will also identify themes and trends across social media and create compelling content in alignment with Empower Oakland's voice, tone guidelines, and scope. Key to success in 2025 will be the artful and appropriate use of humor and jovial tone across our content.

This position is an individual contributor role reporting to the Executive Director.

Responsibilities

- Develop visual assets, including images and videos, consistent with Empower Oakland's brand voice, tone, and style across all social platforms
- Analyze audiences and engagement, identifying and acting on opportunities to expand our impact and influence
- Collaborate with other team members to develop and deploy social media plans with partners
- Develop and own community management strategy, including opportunities for reactive and conversational content
- Maintain effective drumbeat through scheduling and posting across channels
- Analyze performance of major campaigns, identifying keys to success to replicate

WHAT YOU BRING

- Passion for and understanding of the history and culture of Oakland, CA
- 3-4 years experience generating and managing social media content for nonprofits, political campaigns, governmental entities, and/or mission-driven brands
 - Basic image and video graphic design abilities
 - Writing skills, with the ability to craft engaging and relevant captions and comments
 - Impeccable attention to detail in editing
- Comfort working in a start-up environment that requires high autonomy and flexibility
- Empathy and thoughtful approach to engaging with social media audiences on sensitive political topics
- Motivation to experiment with new approaches, investigate new trends, etc.
- Ability to make data-driven and brand-consistent judgement calls on content while listening to diverse perspectives, both internal and external to Empower Oakland
- Basic proficiency in social listening tools and engagement analysis
- Self-awareness and receptiveness to feedback

OUR VALUES

Our values serve as the foundation of who we are as an organization. We expect all team members to embody these values in their actions and attitudes.

- Oakland for all
- Outcomes over ideology
- Trust and transparency

THE PAY

The compensation for this role is anticipated to be \$2-3,000/month. This range may be modified and is dependent upon many factors, including but not limited to: expanded or reduced scope of work, skills, work experience, and market demands.

This is a unique opportunity to be one of the first paid hires of a well known brand in Oakland politics, and you will be surrounded by smart, passionate Oaklanders from diverse walks of life and careers. If you do a great job, this can be a major inflection point in your career.

HOW TO APPLY

Join us! To apply, please send an email to **apply.empoweroakland@gmail.com** with subject line: **Application - Social Media Manager** and include the following:

1. LinkedIn profile or resumé
2. Portfolio with links to your relevant work
 - a. Optional: this may be supplemented with draft content for Empower Oakland
3. Answer to the following question: *A friend is in town for two days and visiting Oakland for the first time. What's your plan for showing them around?*