

# Social Media Content Developer

## **Description:**

Are you looking to put your social media skills to good use? Join The Eastern Echo as our Social Media Content Developer!

As the content developer, you will work with our Social Media Manager to craft and prepare social media posts for Eastern Echo content across multiple platforms.

You will gather information from our news stories and podcasts to write engaging and informative captions, write alternative (alt) text, perform hashtag and trending audio research, and find relevant organizations to tag. Depending on your skill set, you may also create graphics for social media in Canva.

In this position, you will work closely with our Social Media Manager and Marketing Director. We are looking to grow our social media and marketing team and are open to your ideas! This role provides potential for future growth with the Eastern Echo team in the future.

## **Main responsibilities include:**

- Working five to ten hours a week.
- Communicate with the team to streamline workflow.
- Promote The Eastern Echo's social media accounts.
- Behave always in a professional manner, and follow journalistic guidelines.

## **Skills you should have:**

- The ability to work fast and adapt
- Attention to detail
- Knowledge of Canva
- Knowledge of AP Style

## **Expectations include:**

- Communicate with the Social Media Manager and Marketing Director regularly.
- Attend section meetings.
- Attend full staff meetings and training sessions.
- Fill out payroll documents and timesheets in a timely manner.
- Be familiar with the staff guidebook and follow all requirements and expectations.

## **Content examples:**

[The Eastern Echo's guide to Michigan summer fairs](#)

[Black Pride Ypsi's 90s Cookout 2025](#)

[The Eastern Echo newsletter advertisement](#)