



POSITION DESCRIPTION

POSITION OVERVIEW	
ABOUT US	Riverkeeper is New York’s premier water quality advocate. Our mission is to protect and restore the Hudson River from source to sea and safeguards drinking water supplies, through advocacy rooted in community partnerships, science and law. With an annual operating budget of \$5 million, Riverkeeper is a mid-sized not-for-profit operating in the Hudson Valley. This is an exciting opportunity to join a dynamic, mission-oriented organization. For more information, visit www.riverkeeper.org .
JOB TITLE	Digital and Social Media Manager (Part-time)
DEPARTMENT	Communications and Marketing
REPORTS TO	Director - Communications and Marketing
LOCATION	Ossining, NY (hybrid, in office Tuesdays and Thursdays - additional days as needed)
POSITION SUMMARY	
<p>The Digital and Social Media Manager will increase engagement and expand our audience by innovatively harnessing best practices for social media and digital campaigns. Reporting to the Director of Communications and Marketing, this role will:</p> <ul style="list-style-type: none"> • be responsible for creating content that expands the appeal and deepens the understanding of our efforts; • manage the day-to-day operations of our social media program; • proactively engage in relevant and impactful online conversations; • positively represent the organization in responses to comments, mentions, and direct messages; • design tiles; create and edit videos; • develop social media and digital campaigns that both drive results and present a cohesive and compelling organizational identity. 	
ESSENTIAL DUTIES & RESPONSIBILITIES	
<p><i>(This is not an exhaustive list of all job duties, responsibilities, and requirements.)</i></p> <ul style="list-style-type: none"> • Draft compelling social media copy that supports advocacy and membership goals • Curate content to present a cohesive and compelling organizational identity • Drive action through optimized content – organic, boosted, and paid • Optimize and schedule posts, shares, and stories via social media management platform • Be the voice of the organization in response to social media mentions and direct messages • Harness social listening software to engage in relevant conversations across platforms • Develop relationships with organic influencers • Use metrics to analyze and improve effectiveness of efforts • Lay out social media tiles and create animations/carousels/video • Develop social media and digital campaigns, both organic and paid • Liaise with graphic design, production, and software vendors and consultants 	
EXPERIENCE & COMPETENCIES	
<p><i>Research shows that women and people from under-represented groups often apply to jobs only if they meet 100% of The qualifications. Please know that no one ever meets 100% of the qualifications. If much of this describes you, we encourage you to apply.</i></p>	



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This might be the right next role for you if you have at least five years of relevant experience, and would likely be described as:

- Capable of translating complex topics into smart and conversational copy
- A proactive problem solver, eager to find solutions and bring out the best in others
- Deeply familiar with social media best practices
- A skillful writer with a clear sense of what works for different audiences and outlets
- Possessing an eye for design
- Someone who delivers on or ahead of deadline
- Comfortable with sCsoftware including Hootsuite, Canva, Adobe, Monday.com, and G Suite
- Having keen judgment on priorities

OTHER EMPLOYMENT DETAILS

HOURS/SHIFTS	This exempt position is part time (25-30 hours/week), Monday - Friday. It requires flexibility to work some evenings and weekends.
SALARY	Part-time base salary range: \$37,500 - \$52,000 (based on a full-time, annualized range of \$60,000-\$75,000)
BENEFITS	Riverkeeper offers healthcare, dental and vision, life and disability coverage, retirement savings plan match, annual professional development stipend, Paid Time Off (vacation, sick, personal days, floating holidays, most federal holidays, summer Fridays), and other benefits; office is closed between Christmas and New Year's Day holidays.
OTHER	All employees are must be fully vaccinated for Covid-19.
HOW TO APPLY	Application process requires submission of a cover letter and resume . Please apply using the following link: https://riverkeeper.bamboohr.com/careers/24?source=aWQ9MjQ%3D The position will remain open until filled.