



**Community Education Group  
Job Posting  
Social Media Specialist**

**About the Organization:**

Founded and led since 1992 by Executive Director A. Toni Young, CEG’s mission was to address the health, socio-economic, environmental, and systemic challenges facing the Black community by creating and enhancing community and peer-based outreach and service programs. CEG’s mission has since evolved to encompass all underserved communities that are affected by health outcome and health access disparities, including those in rural WV. For nearly 30 years, CEG has provided culturally appropriate direct client support services, organizational TTA, capacity-building assistance, social marketing, media outreach, health promotion, and community-based research and evaluation to address pressing health needs and to create change in regard to achieving health equity.

Today, CEG is leveraging its decades of experience and expertise to adapt and implement successful intervention models on behalf of all underserved and disenfranchised communities, especially those in rural areas, burdened by poorer health outcomes and health access disparities. Alongside the launch of the Rural Health Service Providers Network (RHSPN), a subsidiary partnership with TruEvolution, CEG and RHSPN are committed to ending the HIV, Viral Hepatitis and Substance Use Disorder (SUD) syndemic throughout Appalachia.

**Position Summary:**

The Community Education Group (CEG) is looking for an experienced, passionate, and creative Social Media Manager to join our team. As a Social Media Specialist, you will be responsible for developing and implementing our Social Media strategy in order to increase our online presence and improve our marketing and sales efforts. You will be working closely with Marketing and Sales departments.

<b><u>Job Location:</u></b>	Flexible, although residency in West Virginia or the District of Columbia are preferred.
<b><u>Travel Requirements:</u></b>	Minimal
<b><u>Reporting Relationship:</u></b>	Executive Director, Deputy Director, Regional and National Policy Director, West Virginia Project Manager, Senior Equity & Inclusion Officer, Research and Evaluation Director, Senior Communications Manager, Strategic Partnership & Branding Development Specialist, Deputy Director,
<b><u>Supervisory Relationship:</u></b>	None

**Agency-Wide Duties and Responsibilities:**

- Supports the mission, vision and values of the CEG and the RHSPN
- Complies willingly with all organizational policies and procedures





- Ensures that all internal and external engagements are equitable, inclusive, and accessible
- Supports and facilitates positive interaction with others by exhibiting:
  - Individual maturity
  - Respect for others
  - A team-centered approach
  - Cultural humility
  - Maintenance of confidential information
- Communicates appropriate information to their supervisor and other departments in a timely and effective manner.
- Attends twice weekly staff meetings (x8 per month), on time and prepared with requested materials and updates
- Attends weekly check-ins (x4 per month) with whomever is their direct supervisor
- Attends all virtual meetings of the West Virginia Statewide Stakeholder Coalition and the Rural Health Service Providers Network
- Attends annual staff retreat (x1 per year)
- Attends at least one virtual or in-person conference (x1 per year)

**Key Responsibilities:**

An individual must be able to perform each essential duty listed below at a satisfactory level:

- Develop, implement, and manage our social media strategy
- Define most important social media KPIs
- Manage and oversee social media content
- Measure the success of every social media campaign
- Stay up to date with latest social media best practices and technologies
- Use social media marketing tools such as Buffer and Constant Contact
- Attend educational conferences (virtual and/or in-person)
- Ensure content is informative, appealing and culturally competent
- Collaborate with Marketing, Sales and Product development teams
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network
- Provide constructive feedback
- Adhere to rules and regulations
- Present to Senior Management

**Professional Qualifications:**

- 3 years of experience as a Communication or Social Media Specialist or similar role
- Social Media Strategist using social media for brand awareness and impressions
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Understanding of SEO and web traffic metrics
- Experience with doing audience and buyer persona research
- Good understanding of social media KPIs
- Familiarity with web design and publishing
- Excellent multitasking skills





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- Great leadership skills
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal, presentation and communication skills
- BSc degree in Marketing or relevant field

### **Physical and Sensory Requirements:**

- Ability to read, write and converse in English
- Ability to communicate efficiently with staff, stakeholders, and vendors
- Ability to remain calm and composed under stress
- Bending, lifting, grasping, fine hand/eye coordination, pushing/pulling, and/or prolonged sitting/standing
- Ability to respond to telephones and other auditory stimulation
- Ability to organize
- Quantitative/mathematical ability (addition, subtraction, multiplication, division, standard measurements)
- Ability to evaluate/interpret information and make independent judgments/decisions

### **Compensation and Benefits:**

This position is paid at the hourly rate of \$17.50. CEG offers a standard benefits package including paid time off.

### **How to Apply:**

Submit a cover letter, resume and three writing samples. Incomplete submissions will not be considered. Black folks; people residing in or with a history of work in rural areas; people living with HIV, people with lived experience of substance use disorder, and LGBTQ+ people are encouraged to apply.

**Initial screening will begin September 6, 2021** and continue until the position is filled. No phone calls or emails please.

The Community Education Group is an equal opportunity employer. For more information about the Community Education Group visit [www.communityeducationgroup.org](http://www.communityeducationgroup.org).

