

TITLE: Social Media Manager
REPORTS TO: Senior Director of Communications

CLASSIFICATION: Exempt
DATE: August 2023

POSITION DESCRIPTION

The Elizabeth Dole Foundation is looking for an experienced and creative professional based in the Washington DC metro area to join our Communications team. The Social Media Manager is responsible for planning, implementing, and monitoring the Foundation's Social Media strategy across multiple platforms in order to increase brand awareness, spotlight military caregiver stories and resources, encourage audience members to take action, and increase conversion. The Social Media Manager will also support fundraising strategy and collaborate with teams across all departments at the Foundation to amplify the various programming and services we offer to the military and veteran community. The Social Media Manager will report to the Senior Director of Communications.

ORGANIZATION DESCRIPTION

The Elizabeth Dole Foundation (EDF) is the nation's premier organization solely focused on supporting over 5.5 million military and veteran caregivers and their families. EDF was founded by former U.S. Senator and Cabinet Secretary, the [Honorable Elizabeth Dole](#). Senator Dole's vision for EDF is to ensure that no military or veteran caregiver, or as we call them, America's [hidden heroes](#), face their new and often difficult journey without our support. EDF supports a hybrid and caregiver friendly work environment.

POSITION PRIMARY RESPONSIBILITIES

The following list of duties is not exhaustive. EDF may also outline additional responsibilities that are not included in this job description.

- Develop, implement, and manage the Foundation's social media strategy
- Write and create compelling content for EDF's various social channels which currently include Facebook, Twitter, Instagram, and LinkedIn. This role will also support regular content creation for EDF's CEO's social channels
- Build and maintain a social media calendar via Sprout Social that considers optimal times for posting, audience engagement, channel strategy, and web traffic
- Own social media campaigns (single day and multi-month) from ideation to completion
- Develop and execute social media ad strategy in coordination with the Foundation's external Meta and Google Ad partners with monthly and campaign-specific objectives
- Measure the success of social media campaigns and create internal and external reports for key partners and donors
- Produce live social media coverage at Foundation and partner events and create coverage plans for attending staff if unavailable
- Serve as the community management lead, responding to comments, direct messages, and driving engagement through liking/sharing Fellow, partner, or Foundation staff posts

- Collaborate with the Foundation's contracted design team on creating informative, attractive, and on-brand graphics and other creative collateral
- Stay on top of the current best practices, trends and technologies for each social media platform, with a focus on keeping content as accessible as possible
- Engage with partners across multiple social media platforms to keep a positive report and deepen partner coalitions and relationships
- Work with EDF Communication Team to define and refine social media KPIs
- Collaborate with Development and Programs teams supporting digital communication efforts
- Train co-workers on how to use social media in a beneficial way
- Coach co-workers on how to capture content for social media (photos, videos, etc.)
- Support the communications team in writing content for the Foundation's websites, primarily hiddenheroes.org
- Other duties as assigned

MINIMUM REQUIREMENTS

- Bachelor's Degree in marketing, communications, digital media, advertising, public relations, or related field.
- 4+ years of experience in a social media role
- Must be based in the Washington, D.C. Metropolitan area
- Experience with social media scheduling programs (e.g., Sprout Social) and experience with digital design tools (e.g., Canva)
- Demonstrated experience creating and publishing high quality content on social media platforms such as Facebook, Twitter, Instagram, LinkedIn and other platforms in a professional setting
- Experience with storytelling and a strong ability to write and articulate compelling content
- Demonstrated experience developing targeted communications campaigns for social media platforms
- Highly energized, able to engage and respond on a professional level to a broad range of stakeholders, including the ability to work with military caregivers and nonprofit partners to provide personable and timely customer service
- Detail oriented, with excellent project management and organizational skills
- Reliable, dependable, and able to work in a fast-paced environment and meet tight deadlines
- A connection to or interest in military and veteran caregiver issues is preferred, but not required
- Discrete; understands when confidentiality is required
- Intuitive and passionate about helping others. Maintains a sense of humor and warm relationships with colleagues and partners. Comfortable in social situations and confident working across departments with internal staff members of all levels and external stakeholders such as caregivers, partners, sponsors, and donors
- Creative problem solver with a positive attitude and hunger to learn

BENEFITS AVAILABLE

- Healthcare benefits (up to 90% for employees)
- Yearly 401K Contribution Match (up to 3%)
- Life insurance benefits
- Flexible work schedule and hybrid work environment
- Maternity, Paternity, and Family leave
- Pre-tax commuter benefits
- 13 Holidays a year
- Generous PTO package
- Newly renovated gym with top-tier equipment—including Pelotons—available in the current office building. Space also includes recently renovated locker rooms and showers with towel service and other accommodations.

Persons with mental or physical disabilities as defined by The Americans with Disabilities Act are eligible for this position as long as they can perform the essential functions of the job after reasonable accommodations are made to their known limitations. If the accommodation cannot be made because it would cause the employer undue hardship, such persons may not be eligible for this position.

Interested candidates should submit the following to apply@elizabethdolefoundation.org with "EDF Social Media Manager" in the subject line:

1. **Resume**
2. **Cover Letter**
3. **Work sample or portfolio showcasing your previous social media campaigns and content creation.**

The Elizabeth Dole Foundation provides equal employment opportunity to all employees and applicants for employment. We prohibit discrimination and harassment of any type without regard to race, color, genetic information, religion, creed, national origin, sex (including pregnancy, childbirth, or related medical conditions), age, marital status, citizenship status, personal appearance, sexual orientation, gender identity or expression, family responsibilities, disability status, protected veteran status, or any other characteristic protected under applicable federal, state, or local law.