

**Exponents, Inc.  
Job Description**

**JOB DESCRIPTION**

**Social Media Associate**

**Responsibilities include:**

- Ensuring that regular updates are made to the agency's website, twitter, instagram and facebook account regularly (minimally twice a week);
- Participation in social media based trainings and webinars;
- Strategizing with the Sr. Director of Policy & Development and Administrative Coordinator to expand the agency's social media reach and utilize social media to enhance program engagement and development opportunities;
- Attend, photograph, and create brief descriptions of all agency-related special events;
- Obtain signed releases from participants where necessary;
- Generate weekly progress reports utilizing Hootsuite, Google Analytics and Constant Contact (incl. # of additional 'likes' to Facebook, webinar participation, event synopses and website posts);
- Serve as agency representative on identified coalitions, committees and/or taskforces as needed; and
- Completes special projects as assigned by the Administrative Coordinator and/or Executive Staff.

**Reports to:** Administrative Coordinator

**Qualifications:** Expertise in social media venues (Facebook, Twitter, Instagram, You Tube, etc.) and knowledge of Exponents' mission, culture and programming; preference for ARRIVE graduate

**Salary:** \$18/hr – Maximum 17hrs weekly