



Job Title: Social Media Student Worker
Job Type: Part-Time; Nonexempt
Reports to: Director of Communications & Donor Services
Date of Job Description: April 9, 2019

Purpose

Waco Foundation is a nonprofit organization that provides grants and other charitable services in McLennan County, Texas. The Social Media Student Worker position is a temporary, part-time position created to support the Foundation's social media needs, under the direction of the Director of Communications & Donor Services.

Nature of Work

This temporary, part-time position is highly-suited for an individual who has a positive attitude and a passion for improving the world, and particularly, the local community, and who seeks opportunities to engage in hard work, problem solving and personal growth, as a part of a close, professional team.

The Social Media Student Worker will receive exposure to a broad array of audiences and learn how to work in an office, and on a larger scale, how community development work happens. As a community foundation, the Foundation interacts with every local sector. As a charitable fund manager, the Foundation has regular contact with high-profile philanthropists and business leaders. As a facilitator, the Foundation coordinates and communicates with many local entities and initiatives.

Job Qualifications

- Educational experience in public relations, marketing or journalism;
- Exceptional social media skills;
- Design skills and/or experience with Adobe InDesign and/or Adobe Creative Suite;
- Photography skills;
- Exceptional organizational skills and the ability to multi-task to meet deadlines;
- Professionalism, diplomacy and flexibility;
- Ability to interact respectfully with people of diverse backgrounds, perspectives and cultures;
- High motivation and the ability to focus on the Foundation's mission
- A high degree of discretion and personal integrity – ability to appropriately protect confidential information;
- Excellent communications skills, both verbal and written;
- Basic office and computer skills;

- Knowledge of AP Style and;
- A laptop is desired but not required.

Work Term and Hours:

The position is part-time -- up to 12 hours per week. Employment is at will, enabling the employee or the employer to terminate the employment relationship at any time, with or without reason. This position is for a term not to exceed 3 months. Such term may be renewed, in the Foundation's sole discretion. Business hours: 9-5 p.m., Monday-Friday.

Pay:

Entry-level, part-time pay commensurate with education and experience.

Job Functions:

Specific functions of the position include but are not limited to the following:

- Coordinating and executing the Foundation's social media strategy;
- Working across key social media channels including Facebook, Instagram, & Twitter;
- Demonstrated writing ability and creativity;
- Strategize, create, and publish daily content for all Social Media platforms;
- Create content that promotes audience interaction & participation while increasing our audience presence on all platforms;
- Assist the marketing team with key social media projects and campaigns;
- Propose new ideas and concepts for social media content;
- Monitor and identify trends and analytics of social media;
- Analyzing the success of existing social media projects; and
- Together with other student workers, support the Foundation's front desk reception duties, internal meetings, office functions, administrative work and special events.

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the successful candidate. Other duties, responsibilities, and activities may change or be assigned at any time with or without notice.

Application Instructions:

The Foundation is an equal opportunity employer and encourages diverse candidates to apply. Please visit our website for additional information about the Foundation and our work (www.WacoFoundation.org).

Interested candidates should complete an application and email it with a cover letter and resume (in Word or PDF format) to Natalie Kelinske, Director of Communications & Donor Services, at nkelinske@wacofoundation.org with the subject line "Social Media Student Worker Position."

Disclaimer Clause (to be completed once offer extended and accepted):

I have read the job description and understand the information contained in the job description. I further understand that this job description is not intended to and should not be construed as an exhaustive list of all the responsibilities, skills, efforts or physical requirements/working conditions associated with this job. I may be required to perform additional tasks necessary to meet standards of quality service.

Employee Signature: _____ Date: _____

Manager Signature: _____ Date: _____