# Social Media Coordinator- Non-Profit

PsychArmor is a nonprofit that offers critical resources to Americans so they can effectively engage with and support military service members, Veterans, and their families. Our mission is to bridge the civilian-military gap by providing free online training videos delivered by national subject matter experts who are fiercely committed to educating the civilian community about military culture.

**Job Summary**

We are looking for a self-driven, highly motivated, and passionate individual with a strong desire to work at a nonprofit - serving those who serve. This role reports to the Director of Marketing and Communications and requires a strong understanding of social media to effectively drive day-to-day tactical execution of organic and paid campaigns. You should be comfortable shifting focus to different types of projects, a quick learner, and able to work productively with various team members. This position is based at our headquarters in San Diego, CA.

**Key Responsibilities**

* Update and maintain company social media pages and profiles.
* Moderate user-generated content and messages appropriately, based on organization and community policies.
  + Promptly respond and offer engaging interactions with our social media followers.
  + Assist with crisis management and negative comment communication.
* Responsible for staying up to date with social platform algorithm changes, trends, and best practices.
* Execute social media strategy through research, competitive analysis, benchmarking, messaging, and audience identification.
* Manage and post content manually. Generate, edit, publish, and share content daily (original text, images, video, and HTML).
* Track, analyze, and report on social media performance/effectiveness to optimize initiatives across platforms.
* Be a social media brand ambassador.

**Qualifications**

* 1-3 years of related experience
* BA/BS in Marketing, Communications, Public Relations, or related field
* Excellent written and communication skills
* Creative thinker, self-motivated, and proactive
* Strong familiarity with the business applications of social media platforms (Facebook, Instagram, Twitter, YouTube, LinkedIn, etc.)
* Understanding of social media metrics; able to interpret results and take action to increase effectiveness of social media campaigns
* Proven proficiency in Microsoft Office Suite (Excel and PowerPoint) and Adobe Creative Suite (Illustrator, Photoshop, InDesign)

**Compensation/Benefits/Location**

* Compensation: Starting at $16/hour BOE
* Benefits: Full time positions include health insurance, competitive personal/holiday PTO, and retirement savings plan matching
* Location: Position based in San Diego, CA

To apply, please submit a cover letter and resume in PDF format to: careers@psycharmor.org

PsychArmor Institute is an Equal Opportunity Employer