



BLACK AIDS INSTITUTE
Job Posting
Social Media Coordinator

Overview

The Black AIDS Institute seeks a full-time, highly skilled Social Media Coordinator to coordinate our social voice by publishing content across social media outlets using print, traditional, and online media platforms.

This position will assist in the development of public relations strategies that connect to BAI's broader communications plan. The Social Media Coordinator will grow BAI's audience and expand its influence by monitoring social media presence, identifying opportunities to join conversations, establishing connections with key media influencers, and driving engagement with partners and people living with HIV/AIDS.

The ideal candidate thrives on learning emerging new technologies and maintains a high level of proficiency in using existing social media tools such as Facebook, Twitter, Instagram, Constant Contact, YouTube, Vimeo, LinkedIn, Blogger, WordPress, and web design tools such as Joomla; possesses superb writing, editing, and blog publishing skills, impeccable organizational skills, and pays strong attention to detail. The Social Media Coordinator will develop, implement, optimize and report results on BAI's print and online activity and engage in community outreach activities to raise BAI's visibility.

Black people, LGBTQ+ people, and people living with HIV or on PrEP are highly encouraged to apply.

Job Location: Charlotte, North Carolina or Southern U.S. preferred

Reporting Relationship: Director of Communications

Supervisory Relationship: none

Salary Range: \$46,258 to \$55,000 depending upon qualifications

ORGANIZATION-WIDE DUTIES AND RESPONSIBILITIES:

- Support all functions that attain and maintain accreditation and compliance with regulatory agencies.
- Support and facilitate positive interaction with others by exhibiting:
 - Individual maturity
 - Respect for others
 - A team-centered approach
 - Maintenance of confidential information
- Communicate appropriate information to other departments in a timely and effective manner.

- Participate in appropriate professional development programs to attain and maintain competency.

POSITION-SPECIFIC DUTIES AND RESPONSIBILITIES:

- Proofread and uploaded the *Black AIDS Weekly*.
- Write, coordinate, and make recommendations for subject matter-appropriate press releases.
- Coordinate blog posts, videos, podcasts, etc. to promote the Institute and its mission.
- Design, write, update, and edit the Institute's daily Facebook, Twitter, and Instagram blog posts.
- Provide weekly content to NNPA publications, Black Voices, the Loop, the Root, and others.
- Create monthly reports on Institute press coverage.
- Scan media and convert breaking news stories into AIDS-related pieces.
- Maintain video library to be loaded on the Institute's website twice weekly.
- Track Institute-related news clippings using BurrellesLuce and other tools.
- Update BlackAIDS.org and the Institute's social media sites' online content as necessary.
- Use existing online and public relations and social tools and platforms to increase awareness, visibility and audience engagement; advance exposure of the Institute to a broader online audience.
- Coordinate the online community (i.e., interact with HIV/AIDS community members; find relevant content; increase engagement).
- Maintain an editorial calendar and posting schedule for multiple sites.
- Participate in and report on community outreach activities as requested.
- Promote the Institute's programs and initiatives using public relations and social media technology.
- Stay current on social media tools to ensure the Institute is an early adopter of new technologies. Contribute ideas and best practices for keeping online communications current.
- Implement targeted, innovative media solutions consistent with the Institute's communications strategies and goals.
- Assist in evaluating and revising online marketing and engagement strategies for optimization, including tools presently being used and emerging technologies.
- Build and maintain the Institute's email address database.
- Other duties as assigned.

SUPERVISION/TRAINING:

- Meet regularly with the CEO (and in his absence, the COO) for supervision.
- Interface and coordinate with the Editor of the *Black AIDS Weekly*, the Institute's Chief Graphics Designer, and a web consultant.
- Participate in agency training programs, as requested.
- Maintain an ongoing professional development plan.

POSITION EXPERIENCE AND QUALIFICATIONS REQUIREMENTS:

- Excellent writing and editing skills.
- Ability to write content and copy in a variety of styles and tones.
- Excellent attention to detail.
- Precision and accuracy in execution of social media functions.
- Strong knowledge of online media planning.

- Experience coordinating public relations and social media activities in a business context, including blogging publishing, and social media outreach campaigns.
- Experience in photo editing and basic graphic design.
- Experience in developing and delivering online content and familiarity with development and execution of social media outreach campaigns.
- Outstanding creative talent coupled with strong conceptual and strategic skills.
- Familiarity with web analytics to measure and report campaign effectiveness.
- Knowledge and ease working with CMS platforms.
- Experience in blog publishing.
- Experience copy editing self-driven work product.
- Experience editing photos for publication and basic graphic design using Photoshop, Illustrator, etc.
- High level expertise in MS Word, Excel, Outlook, PowerPoint, and Access.
- High level experience with HTML.
- Experience working with a variety of social media platforms and tools.
- Must be able to handle multiple projects in various stages of development.
- Knowledge of LGBT, MSM and HIV/AIDS-related community issues or an equivalent combination of education and relevant experience.
- Organized, discreet, and detail oriented.
- Strong verbal communication skills.
- Excellent interpersonal communication skills and ability to work collaboratively with internal and external stakeholders.
- Must be a versatile learner, adapting quickly when facing new problems, and open to change.
- Must possess initiative and commitment to quality.
- Basic digital photography experience.
- Must possess, or quickly develop, a solid understanding of the Black community and its challenges around HIV/AIDS.

EDUCATION REQUIREMENTS:

Bachelor's degree in Communications, Public Relations, Journalism, Advertising or Marketing (academic minor or concentration in English a plus) and two years of paid or intern experience working in social media and web content development.

PHYSICAL AND SENSORY REQUIREMENTS:

- Ability to read, write and converse in English.
- Ability to communicate with staff, stakeholders and vendors.
- Ability to remain calm and composed under stress.
- Bending, lifting 20 pound boxes and packages, grasping, fine hand/eye coordination, pushing/pulling, and/or prolonged sitting/standing.
- Ability to respond to telephones and other auditory stimulation.
- Quantitative/mathematical ability (addition, subtraction, multiplication, division, standard measurements).
- Ability to evaluate/interpret information and make independent judgments and decisions.

Apply here:

https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R_ID=5793329. **Submit a cover letter, resume, and writing sample.** Incomplete submissions will not be considered.

Screening will begin immediately and will continue until the position is filled. No phone calls or emails.

About the Black AIDS Institute

The Black AIDS Institute (BAI) is the only national HIV/AIDS think tank focused exclusively on Black people. The Institute's mission is to stop the AIDS epidemic in Black communities by engaging and mobilizing Black institutions and individuals in efforts to confront HIV. The Institute interprets public and private sector HIV policies, conducts trainings, offers technical assistance, disseminates information and provides advocacy mobilization from a uniquely and unapologetically Black point of view.

Our motto describes a commitment to self-preservation: “OUR PEOPLE, OUR PROBLEM, OUR SOLUTION.”

The Black AIDS Institute is an Equal Opportunity Employer.
For more information about the Black AIDS Institute visit www.blackaids.org.