



ILLUMINATIVE

a project of
newventurefund

Position Description

Position Title: Social Media Manager

Location: Remote

Reports to: Director of Communications and Storytelling

Status: Full Time, Exempt

Position Summary

Reporting to the Director of Communications and Storytelling and serving as an integral member of the IllumiNative team, the Social Media Manager will be responsible for managing and leading the social media duties of IllumiNative.

This position will support IllumiNative's social media and communications development and strategy to increase the reach of IllumiNative across multiple social media platforms. They will develop and promote posts for social media, enhance, and protect the organization's brand and mission and ensure efficiency and impact. They will also be responsible for the day-to-day posting on IllumiNative's social media channels and be an ambassador for the organization.

Responsibilities and Tasks

- Create and author an organizational social media strategy that encompasses both regular scheduled posts that assist in honing and defining IllumiNative's social media brand and rapid response strategies.
- Develop and implement a monthly content calendar on a timely schedule that allows the IllumiNative leadership team and Narrative + Impact team to review and provide input.
- Provide monthly reports and weekly updates on IllumiNative social platform metrics to understand reach and performance. The reports should analyze content performance and provide guidance and recommendations on the social media strategy.
- Manage the IllumiNative social channels to steward IllumiNative's social audiences by responding and answering inquiries that come in via channels and connect audiences to past posts and resources. Channels should connect to the organization's key messaging and communications strategy, and monitor engagement on social channels such as comments, direct messages, and tags.
- Manage the process of social media content creation, including written content, graphics, and videos, for IllumiNative's social media channels in coordination with the Narrative + Impact team. This includes working with the Creative Director and Creative Team on needs and timelines for projects.
- Lead the engagement of influencers and social media strategy for various IllumiNative projects to build a communicating culture and internal capacity for increasing our reach and influence.
- Create and disseminate social toolkits for influencers and partners for IllumiNative campaigns and projects.
- Assist IllumiNative projects in building their communications plans as needed.
- Identify opportunities for IllumiNative to advance our mission and engage in current conversations and trends by monitoring social media platforms and channels.
- Implement the brand guide and tone in social copy, posts, and communications to create brand consistency.
- Run and analyze reports using IllumiNative's social media monitoring and listening tool for the organization and provide insights and strategic advice on trending topics and issues; strategically insert IllumiNative into relevant conversations that are trending.



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- Other duties as assigned.

Education, Experience, Knowledge, Skills, and Ability

- Bachelor's degree is required.
- Minimum 2 years' experience in an operations role at a nonprofit, tribal or related organization.
- Experience working directly with an Executive Director. They should have previous experience developing and operationalizing social media processes of a program or organization.
- Strong written and verbal communication skills; a persuasive, credible, and polished communicator with excellent interpersonal and multidisciplinary project skills.
- Ability to collaborate and communicate with internal as well as external partners and other organizations.
- Ability to work effectively in collaboration with diverse groups of people.
- Integrity, positive attitude, mission-driven, and self-directed with demonstrated passion for IllumiNative's mission and commitment to working collaboratively with a team of professionals.
- A team player, who can interrelate and operate effectively with peers and other associates within a collegial, yet demanding, work environment.
- An individual who can handle a variety of constituencies, manage multiple tasks simultaneously and thrive in a complex environment with multiple priorities.
- Innovative thinker, with a track record for translating strategic thinking into action plans and output.
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills.
- Self-reliant, good problem solver results oriented.
- Ability to make decisions in a changing environment and anticipate future needs.

All employees of NVF are required to complete timesheets.

How to Apply

Please send a resume, cover letter, and portfolio with relevant samples of your work to collin@illuminatives.org.

Compensation and Benefits

Salary range: \$55,000-\$70,000

Benefits:

Comprehensive benefits package that includes 100% employer-paid health, dental, and vision insurance, 3% employer match on 401k contributions, pre-tax transportation benefits, and paid holidays, vacation, sick, and volunteer time off.

Hiring Statement

IllumiNative is a project of New Venture Fund (NVF), a 501(c)(3) public charity that incubates new and innovative public-interest projects and grant-making programs. NVF is committed to attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic, rewarding and enables each of us to realize our potential. NVF's work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.



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COVID-19 Policy

To center the safety and well-being of its employees, New Venture Fund requires that any employee who is required to conduct in-person activities for their job must be fully vaccinated against COVID-19 within four weeks of their start date. This position may require candidates to be fully vaccinated against COVID-19. Accommodations may be sought and approved in accordance with the law by contacting human resources at HR@newventurefund.org.