



## **Social Media Associate**

The Lawyers' Committee for Civil Rights Under Law is one of the leading national civil rights legal organizations, with the principal mission of fighting racial discrimination faced by African Americans and other racial and ethnic minorities. The Lawyers' Committee was formed in 1963 at the request of President John F. Kennedy to enlist the private bar's leadership and resources in combating racial discrimination and the resulting inequality of opportunity – work that continues to be vital today.

The national Lawyers' Committee has committed to using communications as a central tool in its work to advance its mission and goals. Social media and digital advocacy will be a part of a renewed emphasis for the Committee and its work now and in the future.

The Lawyers' Committee seeks a savvy, resourceful, and detail-oriented individual to serve as a Social Media Associate in the Communications Department. The Social Media Associate will create, edit, produce and promote content for the Lawyers' Committee's growing social media presence. The Social Media Associate will work closely with staff and outside consultants across the communications department and the organization.

Candidates must have strong skills in the creation and curation of strategic content, multi-channel propagation and performance tracking, online engagement, project management, and internal team communication. Strong candidates will also be fluent in the best practices of Facebook, Twitter, Instagram, YouTube, and TikTok as demonstrated by their portfolio of work. Candidates must also have experience covering breaking news topics around a range of issues, and display a track record of writing smart, catchy, and accurate social copy in a rapid response environment.

This is a full-time position based in Washington, DC. The Social Media Associate will work under the supervision of the Director of Communications.

### **Specific Duties and Responsibilities:**

- Write and edit social posts and campaign content;
- Daily social media scanning for trending racial justice, civil rights, and social justice topics and news for updates to the editorial calendar and scheduling posts;
- Collaborate with the communications and other programmatic staff to develop social media campaigns and promotion strategies;

- Collaborate with the communications and program staff to identify high-impact opportunities to increase the visibility of our advocacy, programmatic and legal work, and to generate email lists and social media audience growth;
- Maintain the Lawyers' Committee presence and profiles across primary social media channels;
- Monitor social media trends and practices. Evaluate emerging social media platforms for adoption by the Lawyers' Committee;
- Track and monitor the success of social media and online engagement initiatives. Develop reports for staff on social media metrics and analytics;
- Train staff on developing their social media presence and best practices;
- Work in collaboration with other teams inside the Lawyers' Committee to understand their work and approach to racial justice to develop effective strategies for elevating and amplifying their work;
- Adopt a multi-disciplinary approach to the work by interfacing with staff members who focus on website updates and online fundraising;
- Develop advertising content for Facebook, Twitter, and LinkedIn;
- Produce and publish content as needed for live coverage of breaking or high-priority events in the racial justice space;
- As-needed, assist with web content or special projects and publish content to lawyerscommittee.org; and
- Commitment to work collaboratively and respectfully toward resolving obstacles and/or conflicts.

### **Minimum Requirements and Competencies:**

- A Bachelor's Degree or equivalent professional experience and a minimum of two years of demonstrated experience in social media and social engagement is required;
- Experience writing and editing persuasive social media content; familiarity with a broad range of social media strategies;
- Experience working with and communicating to diverse constituencies;
- Excellent verbal, writing, and interpersonal communications skills; strong attention to detail, ability to write and deliver work product under deadlines, and commitment to high-quality standards;
- Experience producing content for professional social media profiles on Facebook, Instagram, and Twitter. Experience using and evaluating emerging social media platforms;
- Experience with producing content such as Facebook Live, Periscope, Instagram Stories, Snapchat, or Tumblr is desired;

- Ideal candidates will have experience with communities of color and commitment to racial justice;
- Basic experience with HTML, Photoshop, and Cision or other related programs;
- Ability to manage several complex projects simultaneously;
- Must be self-motivated, demonstrate grace under pressure, and possess the ability to work well both independently as well as within a team; and
- Commitment to the mission and values of the Lawyers' Committee.

**To Apply:** Please submit a cover letter and resume including graduation completion dates and writing sample or sample social media content (posts, graphics, or designs) of no more than 3 pages to <https://podio.com/webforms/25763681/1922471>. No calls will be accepted. The position will remain open until filled, and applications will be reviewed on a rolling basis. Salary and benefits are competitive for a nonprofit legal organization. Staff Benefits include Employer Sponsored (Medical, Dental and Group Life & AD&D); Voluntary Benefits (Vision Insurance, Short-Term Disability, Long-Term Disability, and Supplemental Life) coverage; the opportunity to participate in the 403(b) Retirement Plan; Voluntary Flexible Spending (Medical and/or Dependent Care) and Stipends (Cell Phone and Commuter/Parking Benefits); 11 paid Holidays and Vacation/Sick days.

**Commitment to Diversity and Inclusion:** The Lawyers' Committee embraces diversity and inclusion in our workplace. We strongly encourage candidates of color and candidates from underrepresented communities to apply. The Lawyers' Committee does not discriminate on the basis of actual or perceived race, religion, color, national origin, ancestry, disability, medical condition, marital status, sex, age, sexual orientation, gender identity or expression, family responsibility, personal appearance, genetic information, matriculation, political affiliation, or any other status protected under law.

**Accessibility Assistance:** Although calls will not be accepted regarding questions about the position, if you are an individual with a disability and need assistance completing the online application, please call 202-662-8600 and ask for an applicant accommodation or send an email with the subject line "Applicant Accommodation" to [kcoates@lawyerscommittee.org](mailto:kcoates@lawyerscommittee.org).