



Social Media Coordinator

Department: Development

Reports To: Development Coordinator

The Position: Work with the Development Coordinator and other interns to create and execute a successful social media marketing plan.

Responsibilities:

- Actively help promote HIV Alliance using a variety of social media such as Twitter, FaceBook, Flickr and a blog
- Manage HIV Alliance's Twitter account and Facebook fan page
- Promoting events using social media
- Work with other interns, staff, volunteers and clients to write blog posts and keep the blog up-to-date.
- Connect with other interns, staff, volunteers and clients in order to post new and interesting Tweets as well as pictures on Flickr and Facebook
- Inform HIV Alliance staff of any problems that found in the social media domain so that the staff can determine how to respond appropriately
- Work with and mentor the Executive Director to maintain her Facebook page and utilize it as a networking opportunity
- Other responsibilities as assigned by the Development Coordinator

Qualifications:

- Working knowledge of social media sites (required: Facebook and Twitter; recommended: Flickr and setting up blogs)
- Effective written and verbal communication skills
- A pro-active and flexible approach to work
- A good eye for newsworthy photos, video, and stories
- Ability to communicate well with staff, volunteers and clients to translate information into up-to-date info for donors and fans
- Ability to empower and support your community
- An interest in expanding knowledge and understanding of web-based information sharing and gathering
- Experience in the blogosphere and writing for the web is preferred
- Team player who is self-motivated, energetic, and enthusiastic
- Ability to pass agency criminal background check

Time Commitment: 2-10 hours/week; at least 2 terms (6-9 months). Flexible schedule.

Benefits: Experience working in nonprofit communication. Learn how to build community through new web-based programs. Build up portfolio and resume. Gain professional references and possible letters of recommendation.

For more information, contact: Melissa Adelman, Development Coordinator
541-342-5088 x151
development@hivalliance.org