



# NEIGHBORHOOD HOUSE ASSOCIATION

5660 Copley Drive • San Diego, CA 92111

*Developing children, families and future leaders of our communities through empowerment, education and wellness from our house to yours.*

## JOB ANNOUNCEMENT

### SOCIAL MEDIA SPECIALIST

**DATE POSTED:** January 25, 2017      **APPLICATION DEADLINE:** Open Until Filled

**Position No. / Range:** 4078/ 44.01

**Union Status:** Non- Union

**Starting Pay/ Range:** \$15.00 - \$17.00 p. hr.

**Status/ Hours:** PT / Non- Exempt

**Hours of Work:** Two (2) days per week; Hours may vary;  
*Not to exceed 20 hours per week;  
Some evenings/ weekends required.*

**No. of Positions:** 1

**Location:** 5660 Copley Dr. SD, CA 92111

**Dept. / Program:** Community Affairs

#### **Basic Job Assignment:**

Under the direction of the Community Affairs Manager, the Social Media Specialist will be responsible for maintaining The Neighborhood House Association's social media presence by monitoring, updating, and responding to day-to-day social media content. The Digital/Social Media Specialist will be required to travel to attend a variety of agency events to capture and create digital/social media content.

#### **Employment Requirements:**

The ideal candidate is a self-motivated, independent worker who possesses a solid knowledge of Social Media Apps and tools; Photography/video editing equipment, software, tools, and current trends. The ideal candidate will also have the ability to Express ideas in a clear, compelling manner, build relationships and effectively interface with colleagues, partners and customers at all levels; Work autonomously with minimal supervision; Be detail oriented with excellent communication and customer service skills; Type accurately at a speed necessary to meet the requirements of the position and perform basic computer functions; Perform repetitive tasks; Work under pressure, manage competing priorities, and meet multiple deadlines; Learn quickly in a fast paced environment; Demonstrate proven performance on Facebook, Twitter, Instagram, LinkedIn, and Word Press; Organize, set priorities and exercise sound independent judgment within areas of responsibility; Use tact, discretion and diplomacy in dealing with sensitive situations and concerned people and customers; and Establish and maintain highly effective working relationships with officials, staff, the public and others encountered in the course of work. The incumbent must have demonstrated experience working with culturally and ethnically diverse, low income or no income clients and unique populations.

#### **Qualifications:**

- Graduation from an accredited college with, **OR** current college coursework in Marketing, Journalism, Communications or a related field;      **AND**
- A minimum of one (1) year of experience in photography/photo editing and managing multiple social media platforms required;
- Excellent customer service, initiative, and interpersonal skills highly desirable;



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### **Example of Major Functions:**

- Work with internal customers to identify and develop materials for external communication, including product collateral, web-content, promotions, signage and displays, advertising, photography, videos, and e-mail communications;
- Ensure that the brand image and message is consistent in all materials published for external and internal communications;
- Monitor, maintain, update, and expand The Neighborhood House Association's social media presence on sites including LinkedIn, Twitter, Facebook, Instagram, etc.;
- Assist with online campaigns and marketing efforts across multiple channels to drive awareness and increase followers;
- Execute social media contests, sweepstakes, promotions, partnerships;
- Provide content for marketing initiatives to include social, event material, website, newsletters and e-blasts;
- Assist with editing and ensuring that all marketing and branding materials are error-free;
- Stay abreast of new online marketing trends and proactively recommend new programs, campaigns or platforms to enhance and grow NHA's digital/social media presence;
- Attend events when appropriate to support social media, photography, and videography initiatives;
- Edit images in a highly proficient and efficient manner, while maintaining image accuracy with uniformity;
- Maintain file organization and structure of photo database;
- Assist with digital, social execution, tactical planning and measurement;
- Audit social media accounts and benchmark the agency's social media presence;
- Other duties as assigned;



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### **APPLICATION SUBMITTAL INSTRUCTIONS:**

Applications may be obtained at 5660 Copley Drive, San Diego, 92111; 841 S. 41<sup>st</sup> Street, San Diego 92113; or on the Agency website at [www.neighborhoodhouse.org](http://www.neighborhoodhouse.org). Completed applications may be mailed or delivered to the Human Resources Department at 5660 Copley Drive, San Diego, CA 92111 or scanned/emailed to: [recruiting@neighborhoodhouse.org](mailto:recruiting@neighborhoodhouse.org).

Applications must be fully completed (per instructions), signed, and dated when submitted. Any applicable supplemental application questions and/ or certifications must be attached to the application at the time the application is submitted. All statements on the application will be subject to verification and investigation prior to employment. In order for your education or certification(s) to be considered, you must attach a copy of your official degree transcripts or diploma or foreign equivalency report and/ or certification to your application. Please only submit the documents required.

**NOTE:** Only those candidates being considered will be contacted for an interview and reasonable accommodations may be made to enable individuals with qualified disabilities to perform the essential functions of job on a case by case basis.

### **BENEFITS:**

Eligible employees receive the following benefits: Vacation; sick leave; 13 holidays; 2 personal days and 4 days bereavement leave; medical; dental; life and disability insurance; Social Security and Retirement Plan.

**\*Medical and dental benefits are provided to regular employees who work a minimum of 30 hours per week.**

### **INTRODUCTORY PERIOD:**

All regular appointees serve 6 months introductory period.

### **CITIZENSHIP/IMMIGRATION STATUS:**

In accordance with the Immigration Reform and Control Act of 1986, Neighborhood House Association hires only U.S. citizens and others lawfully authorized to work in the U.S.

This Job Announcement is not an offer of employment. The provisions of this job announcement do not constitute an express or implied contract. Any of the provisions contained in this job announcement may be modified or revoked without notice. Any person who is hired may voluntarily leave their employment upon giving proper notice, and may be terminated by the Agency at any time and for any reason. Any oral or written statements to the contrary are hereby expressly disavowed and should not be relied upon by any prospective or existing employee.

**Please note that offers of employment are only valid if they are made by the Human Resources Department**