SACNAS - Social Media & Communications Coordinator

Society for Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS) is the nation’s largest multicultural and multidisciplinary STEM diversity organization. SACNAS is an inclusive organization dedicated to fostering the success of Chicanos/Hispanics and Native Americans, from college students to professionals, in attaining advanced degrees, careers, and positions of leadership in STEM. SACNAS serves approximately 6,000 members, 115 student and professional chapters, and reaches a larger community of supporters of 25,000.

The Social Media & Communications Coordinator will serve an important role in promoting SACNAS and its programs. The Coordinator will utilize social media platforms to ensure that SACNAS grows its brand recognition, increases membership and engagement, promotes programs, and fundraises. S/he will be a skilled writer, confident strategist, and adept technologist, able to both create compelling content and utilize the analytic functions of social media channels to determine efficacy and provide and implement recommendations for improvement on both social media and overall organizational communications.

Duties & Responsibilities:

- Develop and implement social media strategy in alignment with overall communications strategic plan.
- Responsible for posting and day-to-day engagement on all SACNAS social media channels (Twitter, Facebook, Instagram, LinkedIn, YouTube, Medium, Snapchat)
- Create compelling, persuasive, relevant, and accurate communications content, graphics, and video ensuring clarity, conciseness, and effectiveness.
- Work with Communications & Marketing Coordinator and associated programmatic staff to build social media strategies for specific marketing campaigns.
- Ensure consistency in organizational voice, aesthetics, and brand standards across multiple social media channels.
- Respond to stakeholder inquiries and comments on established channels in real time as necessary.
- Utilize paid social media marketing platforms in alignment with specific marketing campaigns.
- Provide live event coverage of SACNAS programs on social media including coordination of social media street teams.
- Identify, track, and engage with social media influencers and breaking news.
- Prepare regular reports on social media analytics and provide recommendations for performance improvements.
• Conduct social media trainings for staff and members.
• Stay abreast of latest trends in social media, emerging technologies, and nonprofit communications.
• Manage media sponsorship deliverables.
• Provide back-up to media relations activities in the department, as needed. Assists with media outreach.
• Perform departmental administrative tasks as needed.
• Provide support with fundraising activities as needed.

Minimum Education and Experience

• Bachelor’s degree in marketing, communications, journalism, or equivalent.
• Minimum of 1 - 2 years’ experience in communications or marketing role (nonprofit experience a plus).

Critical Skills, Qualities, and Abilities

• Knowledge of the use of social media in today's media landscape
• Demonstrated understanding of emerging online trends and technologies
• Ability to write creatively, clearly, and compellingly
• Rapid problem-solving skills
• Comfortable working in a fast-paced environment
• Exceptional attention to detail
• An ability to receive and incorporate direct feedback
• Excellent organizational and project management skills; ability to meet deadlines, and to help others meet their deadlines
• Ability to thrive in a team oriented and collaborative environment
• Ability to analyze data and make recommendations for improved strategy
• Ability to travel occasionally as needed
• Strong commitment to and alignment with the SACNAS mission

Technical Skills

• Solid skills in basic graphic design, project management software, Microsoft Office, and multiple social media platforms.
• CMS, web publishing and design, third-party email design and distribution systems a plus
• Basic knowledge of HTML, video production, photography, and interviewing a plus; knowledge of data analytics, survey design, etc.)

Position Location: Santa Cruz, California

Benefits
• Medical, Dental and Vision Plans
• Eleven Paid Holidays
• Generous Paid Time Off
• 403(b) Retirement

SACNAS is an equal employment opportunity employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender perception or identity, national origin, age, marital status, protected veteran status, or disability status.

How to Apply
Interested candidates should submit a:
• Cover letter
• Resume
• Two writing samples
• Links to three examples of your social media work
• Extra points if you create a Storify piece to highlight your work and qualifications.

Send all materials to jobs@sacnas.org with the subject line – Social Media & Communications Coordinator.