

Social Media Specialist—Volunteer Position

Dimensions Sciences is seeking social media specialists. Our mission is to assist early-career scientists from underrepresented communities with mentoring programs and scholarships to promote diversity in the sciences to further equity, international collaboration, and innovative research. We are a small, completely volunteer organization that needs your expertise.

Job Responsibilities

- Boost the organization's online presence and increase brand awareness by analyzing the success of social media campaigns, identifying areas for improvement, and assisting with social media strategies
- Analyze social media post metrics across Twitter, LinkedIn, Instagram, YouTube, and Facebook
- Analyze the effectiveness of social media campaigns and identify areas of opportunity and improvement
- Identify accounts to follow and engage with that would be beneficial for partnership
- Observe follower engagement and build a report on their behaviors
- Research social media trends, tools, and hashtags for use in upcoming campaigns
- Keep up with current events and pop culture for a better understanding of user behavior
- Collaborate on social media strategies and content
- Promote our organization to the general public and key constituents through vivid and meaningful images
- Create online messaging (social media posts) that promotes our programs and increases followers
- Create campaigns that align with our strategic objectives
- Produce, edit, and customize content for all platforms, including our website, LinkedIn, Instagram, Twitter, Facebook, and newsletter
- Produce well-researched content for online publication
- Assist in brainstorming new content in alignment with our communication campaigns

Job Skills & Qualifications Required

- Leverage technology and social media
- Adhere to organizational branding and style guidelines
- Be accountable to communications team
- Demonstrate organizational skills and attention to detail
- Acumen with social media platforms
- Experience with Canva or other graphic design software

Preferred

- Bachelor's degree in graphic design, digital photography, or related/applicable area
- One year or more of experience in graphic design, digital imagery, or nonprofit work