

## **POSITION 1: SOCIAL MEDIA MANAGER & CONTENT CREATOR**

### **Position Overview**

The Social Media Manager & Content Creator Intern develops and executes TXFPF's digital communications strategy across multiple platforms to amplify our criminal justice reform advocacy, voter engagement campaigns, and community organizing efforts. This role combines creative content development with strategic communications planning to reach diverse audiences across Harris County.

### **Primary Responsibilities**

#### *Content Creation & Management (50%)*

- Design graphics, videos, and multimedia content for Instagram, Facebook, Twitter/X, and LinkedIn
- Write compelling captions, posts, and stories that center community voices
- Develop content calendars aligned with campaign priorities (We Decide 2026, Bridge Forward Initiative, housing justice advocacy)
- Create sharable infographics explaining eviction processes, voter registration, and reentry resources
- Document TXFPF events through photography and video
- Edit podcast clips and promotional materials for "Beyond the Bench" podcast

#### *Engagement & Community Building (30%)*

- Monitor social media channels and respond to community inquiries
- Engage with partner organizations and amplify allied campaigns
- Track social media metrics and engagement patterns
- Identify trending topics and opportunities for TXFPF voice
- Build online community around criminal justice reform and civic engagement

#### *Strategic Planning & Analysis (20%)*

- Conduct social media audits and competitive analysis
- Research effective digital organizing strategies used by similar organizations
- Develop audience personas for targeted messaging
- Analyze performance data and adjust content strategy
- Prepare monthly analytics reports with recommendations

### **Learning Objectives**

- Apply communications theory to nonprofit advocacy campaigns
- Develop skills in visual storytelling and graphic design
- Understand social media algorithms and engagement strategies
- Analyze digital metrics to inform strategic decision-making
- Create culturally responsive content for diverse communities
- Learn nonprofit branding and message consistency

## **Required Skills & Qualifications**

- Proficiency with social media platforms (Instagram, Facebook, Twitter/X, LinkedIn, TikTok)
- Basic graphic design skills (Canva, Adobe Creative Suite, or similar)
- Strong written communication skills
- Video editing capabilities (preferred but not required)
- Understanding of social justice issues and sensitive content considerations
- Ability to work independently and meet deadlines

## **Ideal Academic Background**

Communications, Marketing, Journalism, Digital Media, Public Relations, Political Science, Sociology

## **Projects & Deliverables**

- 90-day social media content calendar with campaign themes
- Branded template library for consistent visual identity
- Social media analytics report with growth recommendations
- Video series highlighting community voices or explaining JP court processes
- Digital advocacy toolkit for volunteer organizers

**Time Commitment:** 12-15 hours per week