



Position Title	<i>Social Media Associate in Analytics</i>
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Organizational mission

Our mission is to diversify STEM by supporting higher education and innovative research for the next generation of minority scientists in the United States and Brazil.

Position

The volunteer social media associate boosts the company’s online presence and increases brand awareness through analyzing the success of social media campaigns, identifying areas for improvement, and assisting with social media strategies.

Tasks

- *Analyze social media post metrics across Twitter, LinkedIn, Instagram, YouTube, and Facebook*
- *Analyze the performance 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 new social media trends, tools, and hashtags for utilization of upcoming campaigns*
- *Keep up with current events and pop culture for better understanding of user behavior*
- *Collaborate on social media strategies and content*

Skills

Required:

- *Experience with social media platforms, social media metrics, social media content required*
- *Ability to work independently with little or no daily supervision*
- *Strong interpersonal skills and ability to communicate effectively with multi-cultural clients, colleagues, and management*
- *Good time management skills, including prioritizing, scheduling, and adapting as necessary*

- *Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint*

Preferred:

- *Associates degree completed or comparable work experience*
- *Experience with social media marketing*
- *Proficient in Portuguese and English*

Setting

All work is remote and requires internet access across international time zones.

Schedule

Volunteer social media associates work on an as-needed basis as their personal schedules allow. To stay current with programs and services, we request that all volunteers attend regular company meetings. We also ask (but don't require) that volunteers commit to work with our organization for at least one year.

Training and Supervision

This position is housed under our communications and marketing department. The volunteer may receive assignments from different sources. Supervision and feedback are informal, as we are a small organization.