



Social Media Specialist

Utah Humanities (UH) seeks an experienced and enthusiastic ½ time Social Media Specialist to join its staff based in Salt Lake City, Utah.

Job Description

This is a ½ time (19 hours per week), salaried position that will collaborate with our Communications Director on social media needs for Utah Humanities (UH). Responsibilities include day-to-day management of UH's social media properties, specifically Instagram and Facebook, and highlighting the breadth and depth of UH programs and its key partners on social media. This position is perfect for a person who is an excellent communicator, versatile writer, and a team player with attention to detail. Utah Humanities is an equal-opportunity employer.

\$20,000 annual salary with flexible hours and remote work option (non-benefitted).

Responsibilities include but are not limited to:

- A passion for social media as a communications tool.
- Meeting regularly with the Communications Director to collaborate on UH's social media strategy and implementation of social media best practices.
- Managing social media campaigns, creating and maintaining a content calendar, and adding UH event information to community calendars such as Now Playing Utah.
- Attend regular staff meetings and becoming familiar with the breadth and depth of UH's programs and key partners.
- Monitoring the social media pages of key UH partners, leveraging their content as it relates to UH's mission.
- Monitoring and interacting with key partners' social media activity.
- Developing social media content plans that are consistent with UH's brand identity.
- Creating consistent, meaningful content on UH's social media platforms, including writing and editing social media posts, improving engagement, and promoting social media campaigns.
- Managing a high volume of daily social media posts.
- Communicating with social media followers, including responding to queries in a timely manner.
- Participate in data collection and analysis to consistently improve UH's social media practices over time.
- Use analytical tools such as Google Analytics, Hootsuite Pro, and Facebook Insights to monitor and evaluate UH's social media presence and performance.
- Suggesting recommendations to adjust the social media marketing strategy for optimal results.
- Staying up to date on best practices and emerging trends in social media marketing.
- Other assignments as needed.

Qualifications

Required

- Bachelor's degree in journalism, communications, marketing, or a related field.
- 3 or more years of social media experience including planning and managing content in a non-profit, corporate, or agency setting.
- Excellent written and verbal communication skills and must have a thorough understanding of social media management and strategy.
- Experience using various analytics software.
- Multi-tasking and time-management skills, with the ability to prioritize tasks.
- Ability to work in a fast-paced environment.

To apply: combine the following in one PDF document and email to graham@utahhumanities.org: 1) a letter of application addressing your qualifications in the areas listed above, 2) a current resume, and 3) contact information for three references familiar with your work. Please title the email, "UH Social Media Specialist Position." **Incomplete applications will not be considered.**

Immediate start date, position will be open until filled. Priority will be given to applications received before May 1, 2024. **No phone calls, please.**

Utah Humanities is a 501(c)(3) nonprofit with a statewide mission to empower Utahns to improve their communities through active engagement in the humanities. (<https://utahhumanities.org>). We encourage applications from candidates with diverse backgrounds, particularly those from historically underrepresented groups, whose professional and personal experiences will help us invite diverse perspectives.