

Social Media Strategist

Reports to Head of Programming

About Startup Boston

Startup Boston is an organization working to connect, educate and celebrate the startup community. We are an all-volunteer team creating events and content *for* the startup community *by* the startup community.

Job Overview

The Social Media Strategist is responsible for the strategic direction of Startup Boston's social channels. You will utilize your extensive knowledge of social media to drive engagement on Instagram, Facebook, and LinkedIn. You will spearhead all social media campaigns and ensure all content adheres to our brand guidelines. Content will not be limited to social media. This team is also responsible for writing event descriptions and promotional content for speakers.

You will also be managing a team of social media coordinators who will be helping you in spreading awareness of our organization across social channels. Experience in managing people or working in a highly people-focused role is strongly desired.

As a critical member of the Marketing team, the Social Media Strategist is a volunteer role that provides experiences similar to a Social Media Manager, Social Media Specialist, or Marketing Manager. .

Responsibilities and Duties

- Strategically directs our organic and paid social media strategy with a focus on organization awareness and increasing follower engagement
- Oversees all social media campaigns and ensures all content adheres to our brand guidelines
- Manages a team of social media coordinators who help drive awareness and engagement
- Utilize Canva to create captivating social media assets
- Research thought leadership that is of interest to the Boston startup community
- Create event descriptions for Startup Boston Week and promotional copy for upcoming events.

Qualifications

- Time commitment of 3 to 5 hours per week to focus on organization deliverables
- 1-2 years of extensive social media experience, preferably with Instagram, LinkedIn and Twitter
- 1 year of experience managing others or working in a highly people-focused role
- Outgoing and personable. You'll be publicly representing the organization in-person at Startup Boston events. Gathering footage and turning it into social content is crucial to this role.
- Comfortable with modern martech tools such as Hootsuite, Later, Google Analytics, and other
- Ideal candidates can be physically available to be onsite at some point during Startup Boston Week