

# Social Media Coordinator

Reports to Social Media Strategist

## 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

We are searching for socially savvy individuals who know every hashtag, tip, and trick for growing and actively engaging with followers. The Social Media Coordinator is responsible for writing and scheduling social media content across multiple platforms in accordance with our brand guidelines and campaigns. You will utilize Canva to create captivating social media assets and schedule posts for Instagram, Facebook, and LinkedIn using Hootsuite.

A portion of your role will also involve flexing your research chops so you can provide our audience with the latest and greatest news pertaining to the Boston startup community. This is a great position for someone who loves networking online and offline and can utilize persuasive writing to drive engagement. The ability to tell a compelling story will also come in handy for creating event descriptions for Startup Boston Week and writing promotional copy for speakers for upcoming events.

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

## Responsibilities and Duties

- Write and schedule social media content using Hootsuite across multiple platforms - Instagram, Twitter, and LinkedIn
- 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 social media experience is a plus
- Outgoing and personable. You'll be publicly representing the organization in-person and/or online and at Startup Boston events. Gathering footage and turning it into social content is crucial to this role.
- Ideal candidates can be physically available to be onsite at some point during Startup Boston Week