



Social Media Specialist

Who we are: Empower Amsterdam is a charitable foundation that supports non-Dutch speakers, who are unemployed, with free career coaching and workshops. As a team, we really care about the people we want to help. We are passionate about helping people who are unemployed. Our goal is to help them work out the roller coaster of emotions that come with unemployment so they can get to the other side of things. We know that unemployment can feel hopeless and cause people to feel insecure about themselves. By helping to change their mindset and be a sounding board, our clients can feel **empowered** to find the job or career they always wanted.

Location: Work from Home and able to meet in Amsterdam once a month for our in-person meetings

Purpose of the Position

The Social Media Specialist will align with our overall marketing objectives in the areas of social media. You are a key member of the marketing team making sure we utilize social media in the right ways so we can be in touch with the people we most want to help. Your role coordinates and supports our ambitious goals to help our communities.

Responsibilities and Duties

There are definitely some key tasks that you will be responsible for in this role. First and foremost, we are a team. We work together on everything so even though you are taking a lead on some of these things, you are not alone in doing everything. We support each other because we believe in the power of what we are doing.

- Builds and executes social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generates, edits, publishes and shares daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Sets up and optimizes our pages within each platform to increase the visibility of our organization's social content
- Moderates all user-generated content in line with the organization's vision and mission
- Co-creates editorial calendar for social media platforms
- Continuously makes improves by capturing and analyzing the appropriate social data, insights and best practices and then acting on the information
- Collaborates with the marketing team's members to manage the social media initiatives
- Knowledge of social media tools like Buffer and Hootsuite that help schedule posting content

Qualifications

Qualifications and skills are important but it's not everything. We're looking to bring people on our team who want to help others. We are a team of people who feel passionate about the work we are doing together. We share this drive that we are making a difference in someone's life. So we're looking for new team members who also share this drive and passion. If you have that then the rest will fall into place. Below are the skills and qualifications in our ideal candidate however, skills can be learned and experience can be gained. What we can't teach is passion.

- Proven working experience in social media marketing or as a digital media specialist



- Excellent writing, editing, presentation and communication skills
- Demonstrates social networking experience and social analytics tools knowledge
- Knowledge of online marketing and a good understanding of major marketing channels
- Fluency in English is a must
- Bachelor degree in Marketing/Communications
- Ability to lead participants in the social media conversation, passionate about multimedia, blogging, micro-blogging
- Photoshop skills are ideal
- Ability to use Google Drive, Google Docs, Google Sheets
- Comfortable using technology ie apps
- Compassion for others when they are in a difficult situation
- Tolerance for other nationalities and their way of reacting or responding to things
- Able to manage stress and know to slow down. Nothing is more important than your health. Always speak up about how much you can handle.

Commitment Expected

We expect 5 - 8 hours per week. We expect that with the support of tools like Buffer or Hootsuite this will be manageable or even less some weeks. Our ultimate goal is to balance out the workload.

What We Give to YOU!

We are a team of experienced marketers. We freely share our knowledge with each other. If you are a good fit for our team, this is the place to grow as a person and a professional. Here you can gain new skills and test out your ideas. You can attend our workshops for free. And naturally, we offer free 1 to 1 coaching to our volunteers.

Start Date: ASAP