



## **Florida Immigrant Coalition Social Media Organizer**

### **Organizational Overview**

The Florida Immigrant Coalition (FLIC) is a non-profit organization whose mission is to amplify the power of immigrant communities to impact the root causes of inequality, defending and protecting basic human rights, including the right to live without fear.

### **Position Summary:**

The Social Media Organizer (SMO) is responsible for implementing the social media organizing program to deepen the engagement of individuals with FLIC's mission. This position will work online to boost digital participation and to create a pathway from "online to offline" engagement targeting community members to build momentum for FLIC's campaigns and programs. The position involves working closely with the whole communications team and other internal teams to help implement organic social media tactics, draft, schedule, and post all social media communications, and work with the digital strategists to identify and test methods to generate activism among members and allies.

This fast-paced, self-driven position requires a blend of interpersonal skills, creativity & flexibility, familiarity working with various tech platforms, and a willingness to complete different tasks every day. This role includes the typical responsibilities of an organizer, such as cultivating relationships, tracking metrics, managing data and communications activities, planning social media content, attending events regularly, and launching integrated social media campaigns that grow our community and increase engagement.

### **Detail of Responsibilities**

#### **Digital Communications and Organizing**

- Execute social media outreach, advocacy, and community management to organize online to offline integration of members and supporters interested in our work to grow the Bigger We.

- Upkeep our Social Media platforms daily to increase our digital presence
- Develop calendars, toolkits, and content for communication via social media, which promote FLIC campaigns and programs
- Monitor and report on organic social media strategies; propose strategies to increase engagement, outreach, list building, etc.
- Schedule social media content on our scheduler one month in advance
- Lead warm-knocking on social media, ensuring that 25% of the supporters that interact with our social media channels sign up for our CRM
- Attend local, state, and national events for social media coverage, including Live-streams, photos, and videos
- Assist with social media content creation by leveraging Canva and other content creation apps
- Lead the implementation of strategies that grow our base of supporters on social media
- Assist in the identification and development of strategies aimed at increasing social media engagement and migrating social media supporters into our CRM and to on-the-ground events; help measure and analyze the effectiveness of such strategies
- Plan training and support in social media organizing to organizational leaders, organizers, members, and allies so they can participate effectively in campaign activities

### **Qualifications and Experience:**

- **Ability to conceptualize social media content supporting FLIC's mission:** Can proactively create digital content to help FLIC achieve its mission (winning advocacy and electoral campaigns and building power in the Florida immigrant community). Must be able to craft strategic toolkits and plan strategies to engage in list building and online-to-offline organizing.
- **Excellent writing skills:** Ability to write compelling, error-free content for various platforms, including Facebook, Twitter, and Instagram in English.
- **Languages:** The ability to write and speak in multiple languages is preferred. Spanish and/or Creole skills are a plus.
- **Ability to collect social media metrics and use various tools to schedule posts and collect data:** Should be able to draft regular reports gathering social

media metrics across multiple platforms. Schedule steady streams of compelling, strategic social media content. Experience with data analytics is a plus.

- **Prioritization and flexibility:** Focused on goals and able to problem-solve to meet them, and bring solutions to the table. Skilled at planning and tracking multiple projects in tandem, can juggle competing priorities, and capable of adapting when plans need to change (which they sometimes do, unexpectedly).
- **Based in South Florida:** Applicants need to be based in or willing to relocate to South Florida. This position involves a mixture of site-based and remote work, including some local, statewide, and national travel.
- **Alignment with FLIC values and mission:** Committed to an ideology of building community power and shares FLIC's commitment to membership grassroots decision-making.
- **Minimum of three years of proven experience** in social media community management, managing a minimum of 6 accounts on Facebook, Instagram, Twitter and/or Tik Tok.
  - **Proven track record** of successfully managing various accounts across multiple platforms, creating timely and engaging content, and migrating social media support to internal CRMs.

**Salary Range:** \$40,000 to \$53,000

**Benefits Package:**

- 100% Paid Benefits (Health, Vision, Dental, STD, LTD, Life Insurance)
- Parental Leave
- 14 Paid Holidays – 12 vacation days
- Flexible Work Schedule

**How to apply:** Send a resume, writing sample, and references to [hr@flic.org](mailto:hr@flic.org)

*Applications will be accepted until the position is filled. FLIC is an equal opportunity/affirmative action employer and encourages applications from all qualified people, including women, people of color, persons with disabilities, and LGBTQ individuals.*