



EVERMORE

Part-time Social Media Lead

Evermore is a national nonpartisan nonprofit dedicated to making the world a more livable place for bereaved families. We believe in a world where losing a loved one does not alter the health, social and economic trajectory of a life. We believe in a healthy and prosperous for all. Our work is creating transformational systems change that advances bereavement care for all. We are creating a social paradigm shift by:

- Raising awareness of bereavement as a social and public health crisis,
- Advancing the science of bereavement,
- Advocating for meaningful policy change, and
- Seeding innovation in local communities.

We are located in Washington, D.C. and seeking a Social Media Lead (part-time/freelance contract) to manage our social media strategy and execution, to enable us to grow our impact with diverse audiences across channels. Key responsibilities include content planning and development, community engagement, and optimization.

The ideal candidate is entrepreneurial, with exceptional communication skills and a strong planning and organizational approach. There is no requirement to be based in Washington, D.C., as the role includes remote work, but our preference is to operate on east coast business hours.

CORE RESPONSIBILITIES

- Develop primarily organic content on key channels (i.e., LinkedIn, Twitter, Facebook) to help advance the mission and vision of the organization
- Manage calendar planning, content scheduling, and creation & sourcing of dynamic assets (visuals and copy)
- Collaborate with key internal and external stakeholders to build campaigns and storytelling that demonstrate and scale the organization's impact
- Manage community engagement across platforms, to continue to support leadership position as a unique, standout brand the community appreciates and values
- Engage diverse audiences, inclusive of staff, volunteers, and external organizations, including partners, donors, and funding sources
- Define, track and optimize on key performance metrics to drive continuous improvement

QUALIFICATIONS

- Passion for the vision and mission of Evermore

- Minimum 2 years of full-time-equivalent work experience (both contracted and employee experience is applicable)
- Experience with social media and content marketing as a core responsibility in prior roles, inclusive of using data to drive recommendations and optimization
- Track record of leading and collaborating with diverse stakeholders across levels, functions, and backgrounds, both internal and external to the organization
- Exceptional verbal and written communication skills
- Exceptional attention to detail and sense of accountability
- Experience managing, streamlining, and optimizing projects from start to completion
- Problem solving mindset and optimistic approach
- Self awareness and adaptability
- Community-focused team player with positive energy
- Experience with tech as a tool for project management, content development, campaign tracking and measurement (for example, Hootsuite, Adobe Suite, Google Analytics, Asana)

ADDITIONAL INFORMATION

- Part-time, contractor role, expected to be a fixed fee
- Team focused on positive culture of collaboration
- Flexible and remote working environment

Evermore is committed to building and employing a diverse workforce. Qualified applicants will receive consideration without regard to race, color, religion, sex (including pregnancy), national origin, age, sexual orientation, gender identity, gender expression, veteran status, disability, or any other protected classification under federal, state, or local law.