

JOB ANNOUNCEMENT Manager, Social Media

Rewire.News (www.rewire.news) is an online publication devoted to producing evidence-based news, analysis, commentary, and investigative reporting at the intersections of reproductive and sexual health, economic, environmental, immigration, and racial justice issues. Through our reporting, we seek to fulfill the core roles of journalism in a democratic society: to speak truth to power, foster public knowledge, and provide facts on issues more commonly shrouded in misinformation and ideology. *Rewire.News* is an independent 501(c)(3) and an equal opportunity employer; we encourage applications from qualified individuals of all races, ethnic groups, and genders.

POSITION DESCRIPTION

Rewire.News is hiring a social media manager to help us expand an inspired and interactive online community, and increase awareness, readership, and sharing of our work. The social media manager will create, edit, produce, and promote digital content. The ideal candidate will be a scrappy self-starter with a great sense of humor who can function as both a one-person show and as part of a growing team.

Preference will be given to applicants well-versed in the issues we cover; creative and detail-oriented; committed to evidence-based journalism; and able to move swiftly in a fast-paced environment.

This position will initially report to *Rewire.News*' VP of Development, but will be part of a team eventually headed by a leader in audience engagement and will work closely with the media manager.

The Manager, Social Media will:

- Develop strategic plans for online social engagement;
- Manage/create and increase our presence and profile on social channels like Twitter, Facebook, Instagram, and others through community engagement and by sharing content (original and sourced) with and from partners and like-minded individuals and organizations to help others use *Rewire.News* as a resource;
- Develop and execute social media outreach strategies around topical issues, specific articles, series, and themes on which we work;
- Curate, conceive, and create professional quality digital images and infographics to help promote content, ideas and facts on social channels;
- Monitor, moderate, and participate in conversations among our readers on various platforms;
- Develop content-appropriate outreach messaging on a daily and weekly basis;
- Manage regular reporting and provide recommendations for content and strategy optimization based on KPIs, benchmarks and further analysis of content.
- Work with other staff as appropriate to create, articulate, and carry out comprehensive short- and long-term social media strategies, and to integrate social online efforts in tandem with our other off- and online strategies;
- Build and strengthen our relationships with other online communities, writers, and publications in order to expand the reach of our content and community;
- Other duties and projects as assigned and as the site grows.

QUALIFICATIONS

The ideal candidate for this position demonstrates:

- At least three (3) years of strong and demonstrated experience in social media management, including conducting social media campaigns, and depth of knowledge in the medium;
- Proficiency in use of Twitter, Facebook, Instagram, web publishing platforms (including WordPress), and photo/video editing software like Photoshop and iMovie or Final Cut Pro;
- Demonstrated experience in increasing the size and diversity of audiences online;

- Demonstrated experience conceiving and creating professional quality digital images and infographics for social channels to promote content;
- Demonstrated history of excellence in innovation and experimentation, taking initiative, leading a strategy, and following through;
- Demonstrated ability to create goals and plans to execute those goals, and the ability to follow through on those plans;
- Demonstrated experience in outlining deliverables; experience in and willingness to run a good series of a/b tests to develop winning strategies;
- A proven understanding of not just the mechanical tools to manage social platforms like Twitter and Facebook but a passion for using those tools to engage with individuals as human beings;
- Demonstrated ability to engage successfully in both individual and teamwork, and ability to take input and constructive critique;
- Ability to work remotely and on your own while also being present for your job and meeting your responsibilities;
- Excellent written and oral communication skills, and a strong ability to multitask in a fast-paced environment;
- Willingness and ability, when necessary, to work evenings and weekends when necessary to promote a story;
- A sense of humor and ability to use it judiciously through social media.

LOCATION

Rewire.News is a virtual organization. We have a strong preference for candidates in the DC/MD/VA area, but will consider excellent candidates in the Eastern Time Zone. Candidates for this position must have a home or other location with secure Internet access from which to work.

COMPENSATION

Rewire.News offers competitive compensation and a generous benefits package that includes a 401(k) plan with employer contributions; health and dental insurance; flexible spending accounts; vacation and sick leave; and employer-paid life insurance, AD&D, STD and LTD. **Salary range:** mid-sixties to mid-seventies, depending on demonstrated experience, skills, and seniority.

APPLICATION

Applicants should check the [Rewire.News jobs page](#) to ensure that the position is still open prior to applying.

Please follow these instructions carefully. Qualified applicants should send an electronic package of materials to apply@rewire.news; no phone calls or emails to staff please. Please note: **We CANNOT accept your application if it is not sent in the following format and does not include the following materials.**

- **Email subject line: MUST** include the title of the position for which you are applying: **Manager, Social Media.**
- **Body of the email:** The body of your email should be your cover letter, including a clear statement as to why you are interested in this position, why you want to work for *Rewire.News*, why you feel you are qualified, and a summary of your relevant experience. **Please do not send the cover letter as an attachment.**
- **Attachments:** Please include a current resume, a portfolio or samples of your social media work, and three references able to speak to your skills and experience and who are willing to be contacted, including at least one reference that directly supervised your work.

We regret that we may not be able to reply to all applicants and that we cannot consider applicants who do not provide all the above information.

