Social Media Marketing Manager

Marguerite Casey Foundation | Seattle, Washington

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**Background**

**About the Foundation**

Marguerite Casey Foundation is dedicated to creating a movement of working families advocating on their own behalf for change.  The Foundation was founded by Casey Family Programs in October of 2001 to help expand its outreach and further enhance its more than 30-year record of leadership in child welfare.

Marguerite Casey Foundation has come to embrace a framework for movement building in which the foundation’s role in supporting low-income families is to invest in infrastructure and ideas; provide multiyear general support to cornerstone community organizations; encourage collaboration across regions, issues and race; convene networks; fund issue education, activism and advocacy; and deploy strategic communications to advance issues and a unifying message.

Strategically, the foundation works to:

**Engage its consumers**.  Families have the capacity and understanding of their issues to find solutions to their problems.

**Help grantees ground action in research**. Research lends credibility to the work of groups directly engaged in movement building by amplifying the authentic needs and realities of families – rather than relying on guesswork or anecdote.

**Invest for the long term**.  Meaningful social change takes time.  The foundation provides mainly multiyear grants for general operating support, which allows organizations to build capacity in real time, without having to worry about factors outside their control.

**Reinvent communications** to highlight issues affecting low-income people in a money-oriented culture.

**Foster collective leadership** so that those in whose name a campaign or movement is waged can lead and speak for themselves, without intermediaries.

**Re-envision the role of the program officer** as a partner and collaborator with grantees.

**Leverage outside resources** because the changes envisioned by families will require much more than the resources of the philanthropic sector in its entirety.

**Convene stakeholders**.  Because of its resources and grantmaking power, the foundation is uniquely positioned to bring together a burgeoning movement without necessarily making decisions about its course.

**Build the road by walking** because the most important work of movement is done collectively and, sometimes, spontaneously.

In the 13 years since Marguerite Casey Foundation’s creation, its grantees have engaged more than 4.5 million adult and youth community members.  They have conducted policy campaigns to bring about change – at the neighborhood and community levels to state, regional and national levels – achieving wins and building their capacity to improve the well-being of all America’s families.

**Job Summary**

If you are passionate about social change and would like to work for a foundation that is dedicated to improving the lives of families, youth and children than this is the position for you.  The Marguerite Casey Foundation is seeking a Social Media Marketing Manager.  This position will report to the Director of Communications.  The Social Media Marketing Manager oversees the design and execution of social media marketing strategies to grow Marguerite Casey Foundation’s Equal Voice social media audience; build readership for the foundation's Equal Voice newspaper; expand the foundation's social media network among grantees, volunteers, advocates, and families; and develop social media capabilities among foundation staff and grantees.

**Responsibilities**

1. Develop and maintain a comprehensive social media strategy to grow Marguerite Casey Foundation’s Equal Voice social media audience that will reach key demographics and establish social media as a sustainable communications channel for building readership for the Equal Voice newspaper and promoting the work of the foundation.
2. Manage the foundation's presence in social media networking sites, and work with the website development team to ensure social media tools are kept up to date.
3. Write clear, compelling communications and stories for publication on the foundation's website and social media outlets. Serve as an advocate for the foundation and Equal Voice in social media spaces, and build an ambassador network to spread the word about Equal Voice and the impact of poverty on families and communities. Engage in social media dialogues and answer questions where appropriate.
4. Work with foundation staff to identify and coordinate ways to integrate social media into the foundation’s grantmaking and its grantee networks.
5. Mentor and provide training to communication and management professionals throughout the foundation and on best practices for creating, managing, monitoring, and developing content for social networks.
6. Establish and monitor benchmarks for measuring the impact of social media programs, and analyze, review, and report on the effectiveness of campaigns.
7. Apply market research and development methods to account for emerging trends and technologies in the foundation’s social media strategy.

**Qualifications**

This position requires someone with a proven track record in social media strategy and management, along with significant experience planning, managing and executing successful social media campaigns. An in-depth knowledge of all social media platforms is a must.

Excellent written and verbal communication skills are essential, along with a proven ability to develop and maintain strong working relationships with both internal and external stakeholders. Incumbents of this position will be required to work effectively under aggressive deadlines and juggle several assignments simultaneously.

A Bachelor’s degree and 3 to 4 years of experience in journalism, communications, advertising, marketing, or a related field are required; Master’s preferred. Experience with online monitoring and measurement platforms is preferred, including but not limited to experience with Omniture, Facebook Insights, YouTube Insights, Google Analytics, HootSuite, TweetDeck, and Social Mention. Public relations and/or marketing experience a plus.

Marguerite Casey Foundation is an Equal Opportunity Employer, moving toward a culturally competent and diverse workplace.

**How to Apply**

Please [click here](https://workforcenow.adp.com/jobs/apply/posting.html?client=mcasey&jobId=29005&lang=en_US) to complete the application process and to submit a cover letter and resume.