



## **JOB DESCRIPTION: SOCIAL MEDIA FELLOW**

### **ABOUT EARN**

EARN is an award-winning California-based nonprofit that gives low-income workers the power to create economic prosperity for their families for generations to come. Since 2001, EARN has helped tens of thousands of low-wage families through innovative financial products including matched savings accounts, checking accounts for the unbanked, micro-loans, and money management coaching. EARN evaluates our impact and reports on new data regularly, sharing lessons learned and best practices in order to transform the financial services landscape and to champion effective public policies.

Our ultimate vision is that millions of well-informed, low-income American families will achieve financial success through proven strategies, fair public policy, and their own hard work. We are dedicated to creating and expanding low and moderate income people's access to wealth through the use and study of innovative financial products, services and policies. EARN is a proven innovator — a co-founder of the Bank on San Francisco program, one of the nation's leading practitioners in matched savings accounts, and a leader in offering financial coaching to low income workers. EARN has also been a leader in developing a statewide focus among policymakers in California on asset building as a way to create prosperity for low income workers. For more information about EARN, please visit [www.earn.org](http://www.earn.org).

### **ABOUT THE POSITION**

This is a full-time, paid fellowship with excellent benefits; the fellowship period runs for 12 months. There may be the possibility of renewal for a second fellowship period.

The ideal Fellow will have a significant professional track record in social media and a strong interest in EARN's mission. EARN takes a unique approach to changing the lives of low-income families across the Bay Area, California, and the nation. We work directly with thousands of low-wage workers, and we leverage our on-the-ground experience to publish our applied research, build grassroots constituencies, and educate policy leaders. The Social Media Fellow will increase our ability to communicate with all of these key audiences and to involve them in our work — as policy champions, voters, donors, and even potential clients. Working closely with other members of the EARN team, the Fellow will craft and share EARN's messaging using social networking tools such as Facebook, Twitter, YouTube, Idealist, and Change.org.

### **KEY RESPONSIBILITIES**

Reporting to the Senior Policy Associate and the Development Associate, the Social Media Fellow will:

- Constantly populate and maintain EARN's social media profiles (Facebook, YouTube, Twitter, frequent posts to EARN's blogs, Wikipedia, LinkedIn, Flickr, etc.)
- Craft catchy messaging to attract current and new audiences

- Experiment and analyze to target EARN’s messaging to specific audiences via different social media channels
- Research and identify new and potentially effective social media sites and techniques to help reinforce EARN’s online presence, including joining online conversations (e.g. commenting on related blogs, retweeting) to broaden our social networks
- Coordinate among several teams and act as a liaison to the public, ensuring that EARN news and events from all teams are represented online
- Organize social-media-driven events to galvanize support and build networks.
- Perform limited updates to EARN’s website as needed to support social media work
- With EARN staff, set goals for social media performance, and generate reports to track progress
- In coordination with other teams, develop EARN’s social media policies
- In coordination with other teams, develop blueprint for online client/alumni community

## QUALIFICATIONS

- B.A. or above with background in marketing or communications
- 1-3 years of professional social media experience using tools such as Facebook, Twitter, YouTube, and/or blogs (not for just personal networking)
- Track record of creating “buzz” using social media for professional purposes
- Excellent written and verbal communication skills
- Project management experience
- Ability to work independently, and in a fast paced, often changing environment
- Ability to multitask and manage a schedule of deadlines
- Excellent judgement and maturity
- Analytic skills and experience a plus
- Proficiency with Microsoft Office
- Some knowledge of HTML
- Creative yet highly organized and detail-oriented
- Committed to EARN’s mission

## HOW TO APPLY

Interested candidates should email resume AND cover letter to [fellows@earn.org](mailto:fellows@earn.org) with the phrase “Social Media Fellow” in the subject line.

EARN is an equal opportunity employer, and does not discriminate on the basis of race, gender, national origin, ethnicity, religious affiliation, physical or mental disability, age, medical condition or sexual orientation.