

Social Media Content Coordinator

Reporting To: Chief Operating Officer

Location: Remote based anywhere in the US

Travel: Up to 20% of role; full days of travel needed for certain in-person events

Application: To apply for this position, please click [HERE](#).

About Zioness: Zioness is a coalition of Jewish activists and allies who are unabashedly progressive and unapologetically Zionist. We are a grassroots organization with more than 30 chapters across the country, fighting for the advancement of social, racial, economic, environmental and gender justice in America. We are also committed to fighting for Zionism and the inclusion of Zionists in social justice spaces, because Zionism is itself a progressive value: the movement for liberation and national self-determination of the Jewish people in our indigenous homeland.

Role Description: We are seeking a dynamic and creative Social Media Content Coordinator to join our team. This part-time contractor role will focus on expanding our reach and engagement on Instagram and TikTok, with a special emphasis on creating engaging short-form video content. The ideal candidate will have a passion for social justice, a deep understanding of progressive movements, and expertise in leveraging the unique features of these platforms to connect with and inspire diverse audiences. The coordinator will be pivotal in developing and executing a strategic content plan that aligns with Zioness's voice and mission.

Responsibilities:

Content Creation:

- Short-Form Video Production: Develop, shoot, film, and edit captivating short-form video content specifically for Instagram Reels and TikTok. This includes creating content that is visually engaging, narrative-driven, and optimized for platform-specific trends and formats.
- Innovative Storytelling: Focus on innovative storytelling through short-form videos, highlighting a variety of diverse Zioness messengers and utilizing creative techniques to highlight Zioness's advocacy, events, and key messages.
- Language and Audience Engagement: Craft videos that employ varied linguistic styles and messaging to resonate with different audience segments, ensuring content is accessible and engaging for a broader, more targeted audience.
- Help grown the Zioness audience on multiple social media platforms through understand different tools, surfaces, trends, collabs with like-minded (vetted) creators, etc.

Engagement and Community Building:

- Platform Engagement: Actively engage with followers on Instagram and TikTok, responding to comments and messages to foster a positive and inclusive online community.
- Collaboration and Outreach: Identify and pursue opportunities to collaborate with influencers, activists, and allied organizations to amplify Zioness's reach through shared content and cross-promotion.

Rapid Response and Flexibility:

- Quick Turnaround for Breaking News: Be ready to rapidly strategize, shoot edit, and post content in response to breaking news and world events. Flexibility and availability are crucial to react quickly to ensure Zioness's voice is present and relevant during critical moments.
- Adapting to Change: Demonstrate the ability to pivot and adapt content strategies based on evolving news cycles, organizational needs, and emerging trends on social media platforms.

Analytics and Reporting:

- Performance Monitoring: Monitor and analyze social media performance metrics, with a specific focus on the impact of short-form video content. Use insights to optimize content strategy and drive higher engagement rates.
- Audience Insights: Provide regular reports on key metrics and suggest actionable insights on how different messaging and linguistic approaches in videos can reach and influence targeted audience segments.

Other Duties as Assigned:

- Fully support all efforts to execute the organization's strategic plan, as assigned.

Qualifications + Expectations:

- Proven experience in managing and growing social media accounts, particularly on Instagram and TikTok, with a focus on short-form video content
- Strong skills in content creation, including video production and editing, with an emphasis on narrative-driven and visually engaging short-form videos
- Expertise in utilizing language and messaging effectively within short-form videos to engage and resonate with diverse audience groups
- Familiarity with social media management tools and analytics platforms
- A deep understanding of progressive values and the ability to navigate discussions around antisemitism and anti-Zionism with sensitivity and awareness.
- Ability to work independently, manage multiple projects simultaneously, and meet deadlines
- Strong in-person and digital communication and writing skills
- Proven skill and ability to work in a fast-paced, responsive environment, and comfortable with multitasking and prioritizing projects
- Ready to take part in an all-hands-on-deck approach and committed to supporting the organization when needed

Compensation: This is a part-time non-exempt position with a rate of \$30/hour (up to 20 hours) commensurate with experience

Benefits:

- \$250/month health and wellbeing stipend

Equal Opportunity Employer: We are an equal opportunity employer and are committed to cultivating a team that reflects the rich diversity of the population we serve. We do not discriminate on the basis of race, color, national origin, religion, age, sexual orientation, gender identity or expression, marital or domestic partner status, veteran status, medical condition, mental or physical disability which would not prevent the performance of essential job duties without reasonable accommodation.