



Social Media Fellow Part-time

END POVERTY IN CALIFORNIA (EPIC)

[End Poverty in California \(EPIC\)](#) is a non-profit organization that aims to end poverty in California by elevating the voices of people experiencing it, creating and implementing bold policies rooted in their needs, and advancing a state agenda focused on equal opportunity for all.

POSITION DESCRIPTION

EPIC seeks an experienced and creative “Social Media Fellow” to support our team in achieving our mission. The Social Media Fellow will report directly to the Director of Communications and be responsible for the day-to-day management of the organization’s digital platforms.

Your passion for social media as a communications tool will result in the adoption and implementation of social media best practices across all social media channels. The successful candidate will be an excellent communicator, a versatile creative writer, and a team player. You will be an active participant in data collection and analyses in order to consistently improve EPIC’s social media practices over time.

The Social Media Fellow will play a crucial role in advancing EPIC’s digital strategies and driving positive change in the fight against poverty.

PRIMARY DUTIES AND RESPONSIBILITIES

- 1. Develop and execute results-driven social media strategies**
 - a. Create social media campaigns by utilizing social media marketing and advertising networks
 - b. Monitor EPIC’s social media calendar
 - c. Prepare monthly internal reports on key social media metrics
- 2. Develop and curate engaging content that’s consistent with EPIC’s brand identity**
 - a. Frequently produce and edit digital video content
 - i. Edit interview segments to short clips for social media.
 - ii. Edit event recap videos
 - b. Write and edit social media posts
 - c. Design graphics
 - d. Add captions to videos and upload content to Youtube



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3. Performing other duties and ad-hoc projects when needed

- a. Assist with EPIC's [Upset the Setup blog](#)
 - i. Review final blogs before posting on social media

QUALIFICATIONS

1. Excellent knowledge of social media platforms including, Instagram, Facebook, Twitter, LinkedIn, and Tiktok.
2. Proven work experience as a Video Editor with a strong portfolio. Proficiency in video editing software such as Adobe Premiere Pro, Final Cut Pro, After Effects, and other relevant software.
3. Using analytical tools such as Google Analytics to monitor and evaluate the company's social media presence and performance.
4. Ability to work independently and as part of a team.
5. Passionate about ending poverty and improving the lives of Californians.

SALARY AND BENEFITS

Part-time (up to 20 hours weekly): \$20/\$30 an hour (depending on experience).

TO APPLY

Location: Remote

Deadline: Applications will be considered on a rolling basis until the position is filled. Looking to hire immediately.

Application: Please submit a resume and cover letter to shaleeka@endpovertyinca.org. Title the subject of your email "Social Media Fellow" when sending.