



## **JOB ANNOUNCEMENT: Social Media Manager**

Prosperity Works builds the capacity of families and organizations with personal, social and financial assets, and advocates for policies and practices that support economic prosperity for all New Mexicans.

Our work is designed to free people from poverty by changing the systems that lead people into poverty and keep them there. It does this by helping low and moderate income populations create financial reserves and assets, and by removing barriers to creating both. This approach frees people from poverty because when people have even a small amount of reserves, their world-view and emotional state change quickly and permanently.

We are seeking a Social Media Manager to expand our capacity to serve the people of New Mexico.

### **Key Responsibilities:**

- Construct and drive a communications strategy that promotes the organization's mission and reputation to key stakeholders (community partners, funders, policymakers, media);
- Produce online newsletters and alerts, presentations, marketing material and annual reports;
- Work with staff on managing overall feel and brand of organization's website;
- Manage organization's social media presence on Twitter and Facebook
- Oversee development of online advocacy campaigns, fundraising campaigns and other web organizing campaigns;
- Manage social media accounts, website, and marketing platforms

### **Qualifications:**

- A passion for increasing economic opportunity and asset building;
- Experience creating online newsletters, alerts, calls to action, annual reports, social media and other nonprofit communications;
- Understand and ability to employ communication science in branding, framing and messaging.

- Highly organized, self-motivated, and able to work independently and collaboratively with a wide range of people at all levels;
- Experience creating graphic design and interactive technology or in working with graphic designers and interactive technology vendors.
- Ability to interpret and communicate key lessons from data;
- Ability to shoot and edit photos and video a plus;
- Degree in communications, journalism, nonprofit management, or related field and at least two years' experience in communications preferred;
- Excellent written and spoken English language communications skills, very detail-oriented; and
- Bilingual ability in English and Spanish preferred.

Prosperity Works offers an excellent total compensation package, including competitive base salary, health, vision and dental insurance, a 403B, and a generous leave policy. Please send a cover letter and resume to [ona@prosperityworks.net](mailto:ona@prosperityworks.net).

Visit our website [www.prosperityworks.net](http://www.prosperityworks.net) to learn more about our mission and organization.