

Job Posting – Social Media Marketing Coordinator

Job Title: Social Media Marketing Coordinator

Reports to: Communications Coordinator

Location: McMurray, PA / Pittsburgh area

Job Type: Part-time, non-exempt (20 hours/week)

Organization Description:

Southwest Pennsylvania Environmental Health Project (EHP) is a public health nonprofit organization that provides wide-ranging support to communities impacted by shale gas and oil development. That support includes health impact assessments, environmental and health monitoring, data and research interpretation, and public health guidance. EHP's team includes a varied and skilled group of health care providers, scientists, community educators, analysts, and communications experts. The strength of the organization lies, in part, in its direct contact with community members, learning about their circumstances and responding to their need for relevant information and guidance. The organization opened in 2012 and today is at an exciting juncture as we have expanded our focus beyond southwestern PA. We seek to support communities more broadly in understanding the exposures and risks generated by shale gas and oil development, and also to engage in policy dialogues at the local, state, and national levels regarding the public health implications of shale gas and oil activities. We have become national leaders in the comprehensive understanding of, and approach to, the public health consequences of shale gas development.

Job Summary:

This position combines social media management skills and marketing to build and enhance EHP's social media presence, including interacting with an array of individuals (residents, community groups, researchers, local government officials, etc.), promoting brand-focused interactive and engaging content, and increasing opportunities for nationwide expansion. This position will work closely with the Communications Coordinator and Regional Managers to create innovative social media campaigns.

Various tasks associated with this role include but are not limited to the following:

Primary Duties

- Support marketing and social media campaigns and strategies, including budget planning, content ideation, implementation schedules, and metrics and analytics
- Create and distribute engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages
- Grow and expand company social media presence into new social media platforms, plus increase presence on existing platforms including Facebook, Twitter, and Vimeo
- Assist in the creation and editing of written, video, and photo content
- Interact with users and respond to social media messages, inquiries, and comments

Other Duties

- Assist in scheduling and hosting webinars, and produce live social media content for events
- Maintain research database by identifying and assembling marketing information

Core Attributes Required:

- Ability to thrive in a dynamic, deadline-oriented environment with demonstrated ability to balance multiple, competing demands and establish priorities
- Excellent written and oral communication skills to broad and diverse audiences on a range of complex and technical issues
- Ability to offer creative solutions to complex problems and translate options into implementable solutions
- Attention to detail and comfort with managing deadlines and budgets across multiple project teams
- Basic understanding of current events related to public health and fossil fuel industry issues
- Proven flexibility to new challenges and situations
- Strong analytical and critical thinking skills
- A "roll up your sleeves" attitude and willingness to take initiative to address issues proactively
- Ability to strategize with team members, with a focus on organizational improvements
- Comfort communicating and coordinating with remote teams
- Passion for the organization's mission to defend public health in the face of oil and gas development

Education and Experience Required:

- Degree in communications, marketing, public relations, or related field
- Excellent copywriting, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design and development
- Proficiency with video and photo editing tools, digital media formats, and HTML
- Knowledge of online marketing and good understanding of major marketing channels

Compensation: Commensurate based on experience

Application Instructions: Submit cover letter explaining why this role is a good fit, resume, and salary requirements to Scott Smith at ssmith@environmentalhealthproject.org.

Apply by September 23, 2020 for first round review.

All applicants and employees will enjoy equality of opportunity and fair treatment without regard to, race, color, age, religion, pregnancy, sex, sexual orientation, disability, gender identity, gender expression, national origin, genetic information, veteran status, marital status, or prior protected activity.

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