



Position: Social Media Manager
Reports to: Executive Director
Organization: Stars United Global Outreach
Location: Dallas, TX

Note: Due to COVID-19 most duties will be performed virtually until restrictions are lifted.

Organization Background:

Founded in 2015, Stars United Global Outreach (SUGO) is a Dallas based non-profit organization which provides free, daily after school and summer programs to children in need. Our goals for SUGO are the same we have for our own children. We want to create a positive atmosphere that will lead our youth in the best direction, to make sound educational plans, and career goals by providing life skills, leadership skills, and financial literacy with a keen focus on entrepreneurship.

Additionally, we aim to provide strong mentors, and positive role models to help them know that they are not at risk but "at promise".

Job Description:

Stars United Global Outreach is currently seeking a Social Media Manager to support our social media campaigns. The SMM is responsible for planning social media calendars, creating social media posts, and assisting the social media team with brainstorming campaigns.

To be successful as a Social Media Manager at SUGO you must have excellent knowledge of various social media platforms, and combines creative campaign ideas with analytical skills to create successful posts.

Key Responsibilities:

- Oversee, plan, and deliver content across different platforms using social media calendar.
- Develop creative and engaging social media strategies. Analyze analytics to gauge the success of campaigns.
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Pinterest, Instagram, Tiktok and YouTube, adapting content to suit different channels.
- Develop, launch, and manage new campaigns that promote our organization and goals.
- Form key relationships with sponsors across the social media platforms
- Manage and facilitate social media communities by responding to social media posts and developing discussions.
- Monitor, track, analyze and report on performance on social media platforms using tools such as Google Analytics and Facebook insights.
- Research and evaluate the latest trends and techniques to find new and better ways of measuring social media activity.
- Recommend improvements to increase performance.
- Set targets to increase brand awareness and increase sponsor/volunteer engagement.
- Educate other staff on the use of social media and promote its use.
- Encourage collaboration across members and staff.

Who should apply?

There are no set qualifications for becoming a social media manager, although many entrants have a degree, and some employers require this. It is open to graduates from any discipline, but the following subjects can be particularly helpful:

- Advertising
- Business management
- Journalism
- Digital marketing
- Media and communications
- Public relations

Requirements:

- Excellent knowledge of social media platforms
- Knowledge of analytical tools
- Creative mindset
- Ability to multitask
- Ability to work in a team
- Prior experience with marketing or social media

Work Environment and Physical Demands

- The office is a fast-paced, business casual environment (currently adjusted due to COVID-19).
- This employee will routinely use standard office equipment such as computers, phones, and printers.
- This position requires local travel between organization locations and community partners.

Pay and Schedule:

The pay for this position is \$15 per hour. The hours for this position will range from 20-25 hours weekly. Tentative schedule is set for Monday through Friday approximately 10am-3pm, will include weekends at times.

How to Apply

If you are interested in applying for the position, please submit a cover letter and resume with at least 3 references in PDF format via e-mail to: info@starsunitedglobaloutreach.org. Please put "Social Media Manager" and your last name in the subject of your email.

To learn more about SUGO please visit our website www.starsunitedglobaloutreach.org.