

THE LEARNERS LAB FOUNDATION (TLLF)

VACANCY ANNOUNCEMENT:

VOLUNTEER/INTERIM SOCIAL MEDIA & COMMUNICATIONS MANAGER: *OPEN UNTIL FILLED*

The Learners Lab Foundation (TLLF) operates a Technical Assistance Service Center (TASC), designs & manages a portfolio of Charitable Workforce Training Programs, and serves as 501c3 Fiscal Sponsor for young and grassroots start-ups.

Our mission is to develop, acquire and provide access to free and discounted professional development resources across business & industry, help future tax exempt entities become established, and help young tax exempts launch & mobilize their operations.

The Learners Lab Foundation is hiring to fill a newly created but mission essential volunteer role, **Volunteer/Interim Social Media & Communications Manager**.

The Volunteer/Interim Social Media & Communications Manager begins as a part time, unpaid-position with flexible hours, will transition to paid stipend during the first quarter 2018, then hopefully to full time by Easter of 2018 **each** based on the availability of funds.

The ideal candidate for this role must be able to drive and encourage engagement, encourage repeat visits to the Foundations media products, assist leadership in building the Foundations readership & expanding the dynamics of the Foundations SM follows with captivating content.

The incumbent will also serve as the voice and central point of contact for deploying the Foundations strategic support communiques, products, services, or program initiatives as they are established. This will included endeavors with Partners presenting discounted/complementary products, services and other goods to the Foundation, its Fiscal Sponsorship Awardees, clients serviced through its Technical Assistance Service Center, or any of its other stakeholders.

HOW TO APPLY

- 1) assure your resume details your experience as outlined, include volunteer work (if any), and include one social media/one communications writing sample of your choice (redact/recreate if need be)
- 2) assure resume contains your direct contact information (email + cell + home ph.) the day/date/times you are available to interview, why you want this position
- 3) send "PDF" copy of your res package, ATTN: *Volunteer/Interim Social Media & Communications Manager* to: HRServices@TheLearnersLab.org.

MINIMUM REQUIREMENTS

US Citizens Only Please, our Visa Program has not begun.

Public Trust Eligible. We use e-Verify.

Multi-Lingual Applicants encouraged to apply.

- Some college with coursework in marketing, communications
- At least 3 years' experience in a communications or social media role
- Experience with or interest in managing and supervising virtual teams of fellows
- Some experience with/in Portfolio Management highly desirable but not required
- Must be highly skilled and broadly experienced in strategic planning, communications planning, information management, marketing, branding, and media relations



- Must have good computing skills, knowledge of FTP and familiarity with WP, Web updates, portal technologies, public & private social media tools and their related tasks.
- Superior in proof reading and attention to detail
- Superior communicator, easily conversing with any audience, in any medium,
- Must possess excellent written, presentation, oral communications and interpersonal skills.
- Must possess good team, and organizational skills, be able to motivate and influence in your writing.
- Must be able to think creatively and strategically, have excellent judgment and be able to work in a changing environment.

Preferences given to candidates...

- Interested in or passionate about speaking or learning languages other than English
- Have greater management skills than indicated
- Open to serving a young foundation with forward thinking, cutting edge ideas, delivery systems, operations.

Duties the Social Media & Communications Manager role includes:

- working with the Foundation's CEO to determine Foundation priorities,
- establish the Foundations "Brand" in order to develop and secure the level of partnerships essential for the Foundation to accomplish its mission
- determine what the most appropriate social media, communication, public information, and marketing functions will in serve the Foundations programs and initiatives
- continue growing the document/template library of Press Releases and other instruments the CEO has already begun
- work with the Foundations WebMaster on public information resources including publishing the Foundations Press Releases, to manage all Social media outlets, and maintain one of two Foundation websites,
- supervise an interns, apprentices, and/or fellowship awardees once that program begins

Essential skills required suggested in Entrepreneur Magazine (<https://www.entrepreneur.com/article/289363>) :

- *Superior Copywriting* for marketing, completing/maintaining the Foundations many social & private media profile group profiles, and for crafting new content for social media presence on Facebook, Google+, YouTube and our current SM accounts on Twitter, LinkedIn, and Pinterest.
- *Design* (graphics and videos) for producing social media posts with images be they custom designed or not.
- *Comfort with and instinct for public speaking* on social media platforms and/or mobile app tools like Skype, Marco Polo.
- *Superior Customer* service/community engagement skills and the temperament for undertaking such an environment
- Knowledge of or familiarity *with data and analytics, being highly analytical* with willingness to learn Behavior Psychology tools, skills
- Experience in or willingness to learn social media and communications *budget management*
- Possess an incurable yet strategically curious appetite for all things social media while remaining nimble, flexible *adaptable* to change regardless of the source or circumstance
- Be astute and *business savvy*

As this position is slated to become permanent, the Social Media & Communications Management incumbent will have first right of refusal to assume that role, which will move into the Director of Marketing & Communications position. The Social Media & Communications Manager position will supervise one Social Media, Marketing & Communications Fellows.

The Foundations Fellowship Program will be launching in the coming weeks.