

Answer Seeks Social Media and Web Manager

Answer, a national program based at Rutgers University, provides and promotes comprehensive sex education for young people and training for the adults who teach them. For 35 years, Answer has offered exceptional resources and training in support of medically accurate and age-appropriate sex education. Answer fulfills its mission through three primary programs: *Sex, Etc.*—our teen-written sexual health magazine and website; our sex education training initiative; and AMAZE, a collaboration between Answer, Advocates for Youth, YTH and the WestWind Foundation to create an engaging, age-appropriate, online sex education resource for 10-to 14-year-olds.

Answer is seeking a full-time Social Media and Web Manager for the AMAZE program. The Social Media and Web Manager is accountable for developing and executing social media strategy for AMAZE, overseeing growth of its youth-facing social media channels and managing content on AMAZE.org. The Social Media and Web Manager provides leadership on AMAZE's social media and marketing teams to ensure maximum exposure on Instagram, Snapchat and YouTube and optimization with Google Adwords and YouTube keywords.

Responsibilities

Reporting to Answer's Director of Communications, the Social Media and Web Manager's key duties will include:

- Take a leadership role on the AMAZE marketing team, spearheading social media strategy development/execution and educating team members on digital marketing best practices
- Develop and organize shareable, original content for AMAZE's youth-facing social media channels (Instagram, Snapchat, Youtube) that resonates with a 10-to 14-year-old audience
- Develop strategic social media campaigns to increase engagement
- Manage the budget allocation for paid content and Google Adwords
- Coordinate search engine optimization using YouTube keywords
- Oversee smooth and timely production of graphic assets (images, headers, GIFS, memes, etc.) by graphic designers
- Maintain a regular publishing schedule of social media content
- Manage and monitor progress of campaigns from initial concept through completion
- Analyze and report relevant metrics to increase AMAZE's understanding of its youth audience and use those insights to inform and drive the development of strategic content
- Perform ongoing keyword research including discovery and expansion of keyword opportunities to improve video SEO
- Optimize our PPC and display network advertising (Google Adwords)
- Manage community engagement across all youth-facing channels, which includes responding to comments with the support of sexual health experts and linking users to other relevant AMAZE content
- Manage addition of new content to AMAZE.org

Qualifications

- Requires a Bachelor's degree in communications, digital media or a related field, or an equivalent combination of education and/or experience, plus at least two years relevant experience
- Previous professional social media experience required
- Strong understanding of SEO and analytics
- Experience with WordPress content management systems
- Confidence to pitch fresh ideas within the team, think creatively, and identify and solve problems
- Excellent verbal, written, and interpersonal communication skills
- Strong organizational skills and ability to manage several tasks simultaneously
- Team player with enthusiastic attitude and entrepreneurial spirit
- Eager to learn, contribute, and make an impact
- Passion for social media, current trends and digital marketing
- Commitment to Answer's mission to promote access to comprehensive sex education
- Comfort with issues related to adolescent sexuality and ability to work with and respect a diverse group of adults who may hold many different points of view
- Adobe creative suite proficiency and basic design experience desirable, but not required
- Adobe Premier and After Effects proficiency desirable, but not required

To apply, please submit a resume and cover letter [here](#).