

## Position Description: TurningPointCT Social Media Assistant (5 hours/week)



*Positive Directions – The Center for Prevention and Counseling seeks social media and communications assistance for the Young Adult E-Engagement Project, better known as TurningPointCT.org. The project’s goal is to support teens and young adults in their search for mental wellness through our online platforms which provide peer support and information via a Q&A guide, map, media, and social networks.*

***NB: As a peer support project, all aspects of TurningPointCT work are designed, developed and managed by Connecticut-based young people with personal experience &/or interest in mental health and addiction.***

### **Responsibilities:**

The Social Media Assistant’s role is to enhance the visibility of TurningPointCT.org’s peer resources through social media, online advertising, SEO management, and dissemination of new content. The position works closely with the Project Coordinator.

1. Participate in weekly team meetings to plan new content and awareness campaigns.
2. Manage social media platforms:
  - a. Develop project’s social media standards and messaging guidelines based on best practices for nonprofit settings.
  - b. Train interns on social media guidelines.
  - c. With help from project interns, develop and post social media campaigns related to project themes and awareness topics.
  - d. Monitor analytics and report on growth of followers, views, etc.
  - e. Be responsible for growing social media followers within target audience.
3. Manage online advertising:
  - a. Create monthly ads within allowed budget.
  - b. Ensure budget is spent.
  - c. Track and report on performance of ads.
4. Ensure visibility of all new content created by Peer Leader, interns, and site visitors:
  - a. For all new content, ensure links to other relevant areas of website, add keywords and search terms, and manage readability and other SEO.
  - b. Help disseminate new content through forum posts and social networks using appropriate tags and hashtags.

### **Qualifications:**

- Knowledge / experience of social media marketing and communications
- Excellent time management
- Connecticut-based young adult with interest in supporting their peers in a worthwhile cause
- Interest in mental health and wellness

**Schedule:** Five (5) hours per week, online, \$15/hour

Please send cover letter & resume to Ella Moore at [emoore@positivedirections.org](mailto:emoore@positivedirections.org)

*Positive Directions – The Center for Prevention and Counseling is an Equal Opportunity Employer and actively seek a diverse pool of applicants. Posted 12/18/20*