

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



Positive Directions – The Center for Prevention and Counseling seeks social media 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 online platforms that provide peer support and information via a Q&A guide, resource map, personal stories, 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 increase the visibility of TurningPointCT.org on social media and to disseminate the project’s peer-developed content. The position works closely with the Project Coordinator and Project Assistant.

1. Schedule all posts on the project’s current platforms, using content, messages and hashtags identified by the project staff.
2. Follow and engage with other relevant accounts.
3. Monitor analytics and report on growth of followers, views, top posts, etc.
4. Grow social media followers within the target audience.
5. Participate in weekly team meetings to help plan new content and awareness campaigns.
6. Time permitting, create new posts or engage in other project activities such as podcasts.

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

Positive Directions – The Center for Prevention and Counseling is an Equal Opportunity Employer and actively seek a diverse pool of applicants. Posted 8/10/21

Applications Preferred by Aug 24, 2021