

## **BrainSTEPS Social Media Outreach Manager**

The purpose of this position is to increase parent and medical provider awareness of the BrainSTEPS Brain Injury School Consulting Program and to promote referrals to the program. This is a part time, remote, contracted position with the Brain Injury Association of Pennsylvania. Applicants must reside in Pennsylvania. The remote position will be responsible for developing and executing a social media strategy. This contracted position will begin September 6, 2020 and run through June 30, 2021.

### **Essential Functions**

- Create, develop, and manage the daily engagement of the BrainSTEPS social media profile networks to reach parents, medical, & rehabilitation providers, to increase awareness of the BrainSTEPS program.
- Create a specific predetermined number of postings each week & content/graphics for posts on each network
- Create a specific predetermined number of videos and graphics for stories (Facebook & Instagram) each week as well as content and graphics for posts
- Create niche- specific hashtag sets to increase engagement and reach with followers
- Interact and engage with viewer posts and messages to facilitate BrainSTEPS referrals from parents, medical, & rehabilitation providers by increasing visibility.
- Partner with Pennsylvania school, community, government, medical, and rehabilitation social network platforms to identify new opportunities and develop innovative social media posts to generate brand awareness through co-branded posts to reach a wider audience, with a focus on health disparities.
- Manage day-to-day community management operations, building engagement, and loyal social audience by monitoring and responding to inbound social media messages across social network platforms. Protect brand image in social media landscape through proactive engagement with followers and prospects.
- Meet weekly with BrainSTEPS Program Coordinator for continued guidance, post approval, and to provide regular feedback and insights from social media monitoring to evolve the social media strategy
- Use social media analysis tools to track growth and success of social media strategies and initiatives.
- Create and execute a weekly calendar grid with content for social media networks, pre-approved by the Program Coordinator in advance
- Frequently test varied formats and strategies to continuously optimize results and engage current and new audiences.
- Stay up to date with emerging social media trends and audience preferences. Research, recommend and implement changes as appropriate.

### **Required Experience**

- Experience in social media management and graphic creation

- Experience building, executing, and scaling social network profiles
- Experience using data and metrics to measure impact and determine improvements
- Hands-on expertise in creating static and dynamic social media content for target platforms
- Graphics creation skills and photo editing skills are a must
- Photography skills are a plus
- Previous history of viral posts is preferred (demonstrating algorithms & use of hashtag sets)

**Requirements:**

- Bachelor's degree in Public Relations or related field
- This part time contracted position requires 10-12 hours per week
- Applicant must already have a paid Canva, Adobe Illustrator, or Adobe InDesign account subscription for this position, or be willing to obtain one as this will not be provided but is required.
- To apply, please send the following to the program coordinator, Brenda Eagan-Johnson, [eagan-johnson@biapa.org](mailto:eagan-johnson@biapa.org):
  - CV/Resume
  - 4 social media graphics created for the BrainSTEPS Program that you would use to increase awareness and referral generation to the program
  - 1 Instagram story related to the BrainSTEPS Program
  - 1 completed monthly calendar grid focused on promoting the BrainSTEPS Program to achieve the required outcomes
  - Current social media profile accounts that you manage, demonstrating previous history as a social media manager