



March 2017

Job Title Social Media Marketing Assistant Manager Youth Staff

Company Muslim Community Link, Inc.

Position Location Worcester, Massachusetts

Muslim Community Link, Inc.

The Mission of Muslim Community Link (MCL) is to foster positive interactions and advance community integration by providing quality educational, wellness and referral services for all members, inclusive of the most marginalized within the Muslim Community.

Our Vision is a community in which all members are receiving necessary support, have a sense of belonging, and have achieved or are empowered to achieve physical, mental, and social wellness.

We have three programmatic focuses to deliver on our mission and vision: Referral Support Services to support those in need of assistance with resource referrals, Educational Services to provide education and development for community members and community support workers in areas relating to mental health, and Community Programs to foster positive interaction and integration across members of the community. We are seeking an organized, self-motivated individual to assist us in making our programs financially sustainable. The Social Media Marketing Assistant Manager Youth Staff will support the organization in developing and implementing social media communication strategies and manage the organization's multiple social media platforms to promote awareness of vital MCL programs, events, and fundraising.

Job Description Purpose:

The Social Media Marketing Assistant Manager Youth Staff will:

- Work collaboratively with Marketing & Branding Committee to harness appropriate content to communicate to our audience messaging that is aligned with our values
- Develop strategies to increase social media audience and followers
- Manage multiple social media platforms, website, e-mail, & relevant web accounts
- Utilize social media platforms to promote ongoing online fundraising campaign and increase the number of donors and donations to support fundraising goal
- Collaborate with Fundraising Committee & Board of Directors to send thank you correspondence to all donors, including online fundraising campaign donors
- Actively manage online fundraising campaign by creating organized donor list & posting updates about progress
- Work collaboratively with Marketing & Branding Committee and Executive Director to develop social media guidelines and standards for organization



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Responsibilities include:

- Research and implement effective social media fundraising and social media communication techniques in order to support fundraising efforts & increase views
- Post regular, timely, & relevant Facebook, Twitter, LinkedIn, VolunteerMatch, website, GuideStar, & LaunchGood (not limited to these only) posts and updates
- Manage online fundraising campaign by posting progress updates, coordinating thank you letters to donors, creating a donor list, & documenting needed actions
- Utilize photo & video to attract social media audience and increase traffic

Minimum Requirements:

- English Speaker – additional languages would be beneficial
- Strong interpersonal skills with the ability to work with people of different cultural and socioeconomic backgrounds and professions
- Ability to communicate and write effectively
- Willingness to acquire knowledge of effective marketing strategies
- Willingness to acquire strong social media knowledge and how to leverage it to engage followers, donors, and the public
- Willingness to acquire knowledge of social media fundraising
- An ability to work with a team
- An ability to manage time and to coordinate according to different variables
- Passion and ability or willingness to learn to edit photos and videos (simple tasks like cropping, adjusting colors and audio, etc.) and update/manage a website
- A desire or willingness to visit program sites & take videos & pictures to use
- Ability to arrange for your own reliable transportation to and from work

Desired Requirements:

- A strong eye for detail throughout the process, execution, & delivery of work
- Demonstrated ability to work independently as well as collaboratively with others
- Demonstrated leadership and initiative
- Prior experience with social media marketing, photo & video editing, & websites
- Studying or aspires to study related field (digital media marketing, communications, etc.)
- Have a car or truck

See The Rewards:

Our Social Media Marketing Assistant Manager Youth Staff will learn, grow and develop in their social media skills, while engaging with a local network of organizations across multiple areas of the community and diverse groups of people.

Muslim Community Link, Inc. is an Equal Employment Opportunity Employer and is a drug-free workplace.