



CALL FOR APPLICATIONS

PART-TIME SOCIAL MEDIA COORDINATOR

The Society for Social Work and Research is hiring a part-time Social Media Coordinator. The position of Social Media Coordinator is an outcome of SSWR's Strategic Plan, II. Strategic Priorities, 4. Communication and Dissemination. <https://secure.sswr.org/about-sswr/strategic-plan/>

Application Deadline: November 25, 2019

Job description for Social Media Coordinator

1. Attend SSWR Communications Committee monthly conference calls.
2. Monitor SSWR Facebook and Twitter pages
 - post substantive content three times per week, including quick snippets and more substantive material,
 - check pages consistently for inappropriate content
 - monitor emails for notifications of postings, likes, etc. and notify supervising volunteer
3. Improve SSWR's visibility on Facebook and Twitter
 - generate # new page views and new # likes per month
 - generate # tweet impressions per month of content – double current rate and sponsor page
4. Generate discussion via social media
 - post discussion questions one to two times per month – popular prevention topics – generate interest from academics and non-academics
 - generate 10 to 15 responses to begin and in later months
 - generate 25 to 30 responses – monitor responses
 - post polls in Facebook
5. Connect SSWR with other likeminded professional groups on social media – medical professionals, social workers, psychologists
 - re-tweet or re-post material, acknowledging the group
 - follow groups or “like” their pages
 - work with research assistant to share page and increase visibility to other groups doing on the ground work
6. Search for content to post to social media
 - collect relevant pieces to contribute to posts
 - one more lengthy article per week and one quick fact based on research per week (see above)
7. Post more frequently, facts about the conference/annual meeting once we get closer into December.

8. Monitor social media analytics and report monthly or quarterly basis

9. Attend 4-day, SSWR annual conference to coordinate and generate social media content

Time requirement and compensation

- \$20 per hour
- 4 hrs. per week, 50 weeks per yr. = 200 hrs. per year @ \$20 per hour = \$4,000
- Travel support to attend annual conference: up to \$2,000 (reimbursement based on receipts)

Eligibility

- Must be enrolled in full-time social work doctoral degree program and have passed qualifying or comprehensive exams.
- Must be SSWR member as of January 1, 2020

Application materials

- Complete application form at <https://www.surveymonkey.com/r/docstuSMC>
- Brief (2 pages maximum, double-spaced, 12 pt. font, 1" margins) statement of prior related experience, i.e., managing social media for an academic organization, your own research lab, or other similar academic work product dissemination activities.
- CV

Questions? Email Jennifer Lewis at lewis@sswr.org.