



Position: Social Media Manager
Organization: After School All-Stars
Location: Los Angeles, California / Remote

Position: Social Media Manager
Organization: After-School All-Stars
Location: LA / Remote

ORGANIZATION BACKGROUND:

Founded in 1992, [After-School All-Stars](#) provides free, daily afterschool programs to over 90,000 youth in over 450 school sites in 19 chapters across the U.S. Our vision is for our All Stars to be safe and healthy, to graduate high school and go on to college, to find a career they love, and to give back to their communities.

A UNIQUE OPPORTUNITY:

We are looking for an experienced Social Media Manager who will lead strategy and content development for all social platforms, as well as maintain our website. We need a resident expert on growing online engagement while promoting our mission to keep children safe and healthy and help them succeed in school and life. You must have experience in: leading social media strategy for an established brand(s), identifying content that will stand out in a saturated media landscape, and the ability to adapt strategies quickly to match current trends.

The Social Media Manager is responsible for developing content that aligns with After-School All-Stars' brand. He/she/they will take the lead in the production of all content for our website, social media channels (LinkedIn, Instagram, Facebook, Twitter and TikTok), and other publications that are distributed to key stakeholders as needed. This role will collaborate with other members of the National Marketing team on social channels. With a growing presence in the digital space, this role will expand as After-School All-Stars digital strategy expands.

SPECIFIC RESPONSIBILITIES:

Content Planning and Development:

- Oversee social media content calendar for all accounts; manage the calendar for proactive content development & storytelling; edit and update as needed and report out in weekly Development-Marketing check-ins
- Manage and maintain After-School All-Stars social channels, including: Instagram, Facebook, Twitter, LinkedIn, TikTok, and YouTube
- Oversee content customization and optimization for ASAS chapter channels
- Suggest and provide content for online partnerships and media requests
- Advise on influencer engagement and partnerships
- Advise on and coordinate content to promote fundraising campaigns, Merch Lab store, events, and corporate sponsors
- Work closely with National Development team on campaigns, announcements, and updates from the Afterschool space
- Proactively seek/collect information from departments and chapters that could be used for content; establish a system/process for gathering content from others in network
- In collaboration with the marketing team, ideate and create content for social media, including drafting and editing captions
- Work closely with in-house creative designer to develop social content that authentically represents the ASAS brand, mission, vision, and values
- Increase donations given through TikTok, Facebook and Instagram

Publishing:

- Oversee publishing of posts per week across Facebook, Instagram, TikTok, LinkedIn and Twitter (four posts per week, minimum)
- Create five short videos per month for TikTok
- Maintain Facebook event and fundraiser pages as needed
- Manage paid social content on Facebook, Instagram, and emerging platforms as needed
- Update content on webpages as needed (using Wordpress)



Position: Social Media Manager
Organization: After School All-Stars
Location: Los Angeles, California / Remote

Community Management:

- Oversee all community management efforts on Facebook, Instagram, TikTok, Twitter and LinkedIn
- Oversee social media collaborations with external partners; pitch ideas for future collaborations
- Increase channel engagement by applying best practices, including:
 - Responding **daily** to all incoming comments and questions and direct messages
 - Using appropriate hashtags
 - Reposting mission-aligned content from other organizations/companies

Analytics and Research:

- Maintain social media post scheduling platform (like Hootsuite, Later, etc.)
- Stay informed of new engagement strategies performed by similar organizations
- Report social analytics on a regular basis, highlighting key takeaways for the team; KPIs include dollars raised on social media channels via donations
- Provide social media reports for corporate sponsors and key stakeholders, as needed
- Remain on top of platform developments, trending topics, timely subjects that are popular, new tools, and algorithm shifts
- Identify emerging platforms and trends that align with ASAS' mission
- Monitor analytics and adapt content strategy accordingly

WHO SHOULD APPLY?

The Social Media Manager will embody ASAS's core values: entrepreneurial, collaborative, transparent, accountable, and proactive. This person should have a strong desire to help students succeed in school and life. An undergraduate degree is required.

This is currently a virtual position with the potential to work hybrid (office/remote) in the future

- BA/BS or equivalent working experience
- 3-4+ years' experience leading content strategy for social media pages with proven success in fostering engagement
- Ability to both work independently and collaboratively in a team
- Excellent verbal and written communication skills
- An eye for making effective and creative content
- Avid user of social networking sites
- Experience with social publishing and analytics platforms; well versed in **Meta Business Suite**
- Experience producing engaging editorial content for diverse audiences
- A passion for emerging social media platforms
- An interest in data; experience tracking and reporting social media insights statistics

SALARY AND BENEFITS:

The salary range for this position is commensurate with the qualifications and experience of the individual candidate. This is a full-time exempt position. ASAS offers competitive benefits including, but not limited to 18 days of paid time off, 15 paid holidays, flex time, health, dental, vision, and an employer match for our 403(b) plans.

ASAS is an equal opportunity employer and candidates of diverse backgrounds are encouraged to apply.

HOW TO APPLY:

Please submit a resume and cover letter via e-mail to: asasjobs@afterschoolallstars.org. Your cover letter should be in PDF format, addressed to the Recruitment Manager, and indicate how your experience is relevant to this role with [After-School All-Stars](#). Please put "Content Manager, Social Media and Website" and your last name in the subject heading.

LEARN MORE ABOUT AFTER SCHOOL ALL-STARS:

To learn more about ASAS, please visit our website: www.afterschoolallstars.org