

The logo for Safe & Just Michigan features the text "Safe & Just" in a large, bold, white sans-serif font, with "Michigan" in a smaller, white sans-serif font directly below it. The text is centered within a solid blue rectangular background.

Safe & Just Michigan

About Safe & Just Michigan

Safe & Just Michigan (SJM) envisions a Michigan in which all are safe in their communities and everyone is responsible for creating accountability, safety and justice. We work to reduce the harm caused by both crime and unnecessary incarceration. **Learn more about SJM at www.safeandjustmi.org.**

We are seeking a qualified candidate for our full-time position **social media specialist** position. The SJM office remains closed during the COVID-19 pandemic. When our office reopens, this position will require a minimum of one day in the Lansing office.

Social media specialist position description

The social media specialist is responsible for administering existing and future social media accounts in a cohesive way that reflects our organizational goals, values, perspective, and brand. This work includes creating original text and video content, managing posts, and responding to followers. The position receives project direction and guidance from the communication specialist and reports directly to the deputy director.

Responsibilities

In support of and guided by the SJM strategic plan:

- Perform research on current benchmark trends and audience preferences.
- Design and implement a social media strategy.
- Generate, edit, publish and share content daily both proactively and as needed.
- Monitor SEO and web traffic metrics.
- Collaborate with other staff members to ensure brand consistency and support existing policy and research efforts.
- Communicate professionally with followers, respond to inquiries in a timely manner.
- Oversee social media account's design.
- Stay current with technologies and trends in social media, and relevant tools and applications.
- Suggest and implement new features to develop brand awareness.
- Support fundraising efforts such as Giving Tuesday and SJM's Annual Meeting.
- Contribute to SJM's blog on a monthly basis.

- Update SJM website content, as necessary.
- Other duties as assigned.

Qualifications

- **Analytic skills:** Must be able to identify what is and what is not working to reach SJM's diverse stakeholders, including targeting specific locations and populations. We seek someone with experience understanding available website and social media metrics and using this information to advance strategies to expand the organization's online reach. An ideal candidate will have the desire to grow the impact and reach of our communication strategy.
- **Experience optimizing content and technology:** Must have the ability to use deliver and amply content across multiple social networks. We are seeking someone that understands what type of content works on social networks and is able to create new branding content. We seek someone able to create professional images and videos that attract people to our social media networks and converts that traffic to our website. A candidate will be well-versed in use of social media, including Facebook and Twitter, and graphic design software, such as Canva. An ideal candidate will have professional digital marketing and/or social media experience and training.
- **Strong writing skills and a creative mindset:** Must have strong written and editorial skills with interest in creating creative original content, and the ability to develop creative content using photography, video and graphic design.
- **Passion for social justice:** Demonstrated passion for and commitment to advancing criminal justice reform in Michigan.

Compensation

Salary is based on experience and qualifications and is in the range of \$45,000 to \$55,000. Benefits include generous paid leave time, 12 paid holiday closures and the week of the Christmas holiday, and a comprehensive health care package (medical, dental and vision insurance).

To Apply

To apply, email your cover letter outlining your interest in this position, resume and two professional references to kate@safeandjustmi.org with "Social Media Specialist" in the subject line. Only applicants with a complete submission of the requested information will be considered.

This position will remain open until filled – looking to fill the position immediately. Please no phone calls. Only applicants selected for interviews will be contacted.

Safe & Just Michigan considers all qualified applicants and does not discriminate on the basis of race, color, national origin, age, marital status, sex, sexual orientation, gender identity, gender expression, disability, religion, height, weight, prior record of arrest or conviction, citizenship status, current employment status, or military/veteran status in employment. Safe & Just Michigan values diverse experiences, including educational background and justice system involvement.