

## Job Title: Social Media Specialist - Lowell Youth Leadership Program (Summer Camp)

### **Job Description:**

The Social Media Specialist is responsible for leading and managing the social media strategy for the Lowell Youth Leadership Program. This includes creating and executing campaigns, engaging with users, and growing the camp's presence on social media. The Social Media Specialist will also be responsible for creating content, responding to comments and messages, and measuring the success of campaigns.

### **Responsibilities:**

- Develop and implement a comprehensive social media strategy to increase camp awareness and reach
- Create and manage social media accounts on the top platforms (Facebook, Twitter, Instagram, TikTok, YouTube, etc.)
- Monitor and respond to all comments, messages, and posts on social media accounts
- Post relevant content on a regular basis, including photos, videos, and articles
- Analyze data to identify trends, successes, and areas for improvement
- Engage with customers and followers to create relationships
- Collaborate with other departments to ensure all social media messages are consistent with the camp's brand
- Stay up to date with current trends and changes in the world of social media

### **Requirements:**

- Excellent knowledge of all major social networking platforms
- Ability to work independently and as part of a team.
- Excellent verbal and written communication skills
- Team spirit and strong interpersonal skills
- Positive attitude and enthusiasm for working with youth.
- Ability to work in a fast-paced environment

### **Hours:**

- Starting May 1st.
- 2 - 3 hours a week
- During camp (June 28th - July 21st) Be available to live stream, photograph, and video each day (2- 4 hours/day)
- Reports to Leadership Team

