



AmeriCorps

LA's BEST Social Media VISTA Fellow

Work Schedule: Full Time – 8hr/day (Working on Pacific Standard Time)

Location: LA's BEST City Hall Location - Los Angeles, CA (remote for now due to COVID)

Project Period: 02/16/2021 - 02/15/2022

Goal of the Project

The goal of the Social Media VISTA project is to increase awareness of LA's BEST through social media and other creative outlets that will lead to an increase in engagement and donations.

Objective of the Assignment

The Social Media VISTA will be part of the Development team and help to increase our followers and presence on social media outlets (Instagram, Twitter, Facebook and LinkedIn), to maximize our outreach, fundraising and engagement with supporters, partners, families, prospects and all of Los Angeles. To be most successful in this role, the candidate will have project management and basic design and video editing skills and must have prior experience and knowledge in professional social media.

Member Activity: Design and create digital and print marketing and communication materials to engage supporters and prospects. This includes creative ideas to help promote LA's BEST.

Member Activity: Project manage the social media calendar in collaboration with the organization's communications, advocacy and development calendar.

Member Activity: Creatively create social media posts, including photos, images and videos that drive engagement, donations and advocacy.

Member Activity: Develop a library of marketing content, applying best practices, in collaboration with the Development and Operations team.

Member Activity: Edit videos to highlight desired messages and ensure consistent branding.



Member Activity: Regularly report all social media analytics and deliver analysis and reporting of all online interaction.

Member Activity: Stay up-to-date on new social media tools, best practices, competitive activity, and other social media leaders to best leverage technology and trends.

Deadline to apply is 01/10/2021. To apply for the Social Media VISTA Fellow position, [please click here to be directed to the AmeriCorps VISTA website.](#)