Communications and Social Media Associate

Position Summary
LGBT Network seeks passionate and motivated candidates for Communications and Social Media Associate. This position will work out of our Hauppauge, NY Center.

Responsibilities:

Social Media & Marketing
- Manage social media channels (Instagram, Facebook, Twitter, TikTok, YouTube, and LinkedIn, etc.)
- Work across departments to implement strategic social media marketing plans for LGBT Network programs, visibility, and targeted topics directed at our core audiences
- Craft and project manage the making of creative visual assets (video content, reels, GIF, etc.)
- Write dynamic copy for posts
- Track member social profiles, industry accounts, and incoming social media requests for deeper engagement opportunities
- Monitor and report analytics across channels
- Utilize digital tools (Hootsuite, Mailchimp, etc.) to execute all the above

Communications
- Write, copy edit, and distribute correspondence to our target audiences (newsletters, program announcements, calls to action, etc.)
- Maintain our digital asset archives and audience listservs
- Manage the use of brand collateral (logos, letterhead, business cards, report layouts, merchandise, etc.)
- Work across departments to support writing needs (programs, development, etc.)
- Contribute writing, design, and logistical support for press or promotional opportunities and events

Website
- Manage, maintain, and update website copy and content
- Managing relationships with web developers for troubleshooting and web development needs
- Tracking and reporting website analytics

Position Requirements:
- Experience and knowledge with web design including WordPress
- Knowledge of SEO and Google Analytics
- Excellent written and verbal communication skills
- Experience creating video content
- Knowledge of Adobe Creative Suite
- Experience with CRM (Mailchimp, Constant Contact, etc.)
- Commitment to the mission of the LGBT Network

Desired Qualities:

- Degree or certificate in communications, social media, web development, marketing or other related field
- Detail-oriented, skilled proof-reader
- Creative instinct for innovative design, digital layouts, and publishing
- Strong project management and evaluation skills
- Relationship builder
- Possess a good sense of humor

Salary and Benefits
Salary commensurate with experience

Applications Procedure
Qualified applicants should visit our website at [www.lgbtnetwork.org/careers](http://www.lgbtnetwork.org/careers) to apply. With each application, resume and cover letter are required. Within the cover letter, indicate any involvement in the LGBT community, whether it is as a professional, volunteer and/or activist. Applications that do not follow these guidelines will not be considered. *No phone calls, please*