



Social Media Associate Job Description

ABOUT NEW SCHOOLS FOR BATON ROUGE

Founded in 2012, New Schools for Baton Rouge (NSBR) is a community partnership bringing together talent and resources to deliver excellent schools to students and families in Baton Rouge. To ensure that there are high-quality educational opportunities available for every child in our city -- regardless of the zip code they live in -- NSBR has launched a bold capital campaign to raise \$75 million for the "Excellence Fund III," which NSBR will strategically leverage to create new, excellent seats for over 30,000 students by 2025.

THE NEW SCHOOLS FOR BATON ROUGE TEAM

NSBR is an entrepreneurial organization of accomplished individuals who are both deeply rooted in their belief in educational equity and highly motivated to provide excellent schools for every child in Baton Rouge. NSBR provides critical thought leadership to the educational landscape, but it is best described as an "action-tank" -- dedicating its resources to the implementation of ideas that lead to demonstrable results in favor of students. Understanding that this work is urgent and complex, team members are quick to identify opportunities that will further NSBR's mission and exercise flexibility in reorienting their work. Team members think of themselves as jacks-of-all-trades and are eager to develop their expertise in topics that may be new to them but are mission-critical. Team members are valued not for what they already know but for their curiosity, innovation, drive, and what they can accomplish.

ROLE AND RESPONSIBILITIES

NSBR is looking for a part-time Social Media Associate to support our brand and marketing efforts in the organization. Reporting to the Brand Manager, the Social Media Associate will assist with maintaining a strong online presence for the New Schools for Baton Rouge brands and implementing marketing strategies through all social media platforms. The Social Media Associate will develop original content and suggest creative ways to attract more engagement.

Duties Include:

- Executing a results-driven social media strategy.
- Developing engaging content for NSBR Social Media Platforms including but limited to: Instagram, Facebook, Twitter, YouTube, and LinkedIn.
- Assisting in the creation and editing of written, video and photo content.
- Promoting and attending events, and producing live social media content as needed.
- Maintaining a unified brand voice across all brands.
- Collaborating with the Brand Manager on creating Social Media Calendars.
- Reviewing analytics and creating monthly reports on Key Metrics.
- Writing engaging blog posts about schools.
- Other duties assigned.

QUALIFICATIONS

- Passion for social media and proficiency with major social media platforms, as well as social media management tools and best practices.
- Proficiency with video and photo editing tools, digital formats, and HTML.
- Ability to understand historical, current, and future trends in the digital content and social media space.
- Strong copywriting and copy-editing skills.
- Top-notch oral and verbal communication skills.
- Experience with audio production, live sound, or recording preferred.
- Adobe Photoshop / InDesign / Illustrator / Creative Suite experience is a major plus.

Personal characteristics desired:

- Team player—excitement for working, growing, and having fun with a dynamic team.
- Positive and professional work attitude.
- Detail oriented approach with the ability to work under pressure to meet deadlines.
- Ability to learn quickly, work effectively under pressure, and manage a heavy, diverse workload.

WORK DEMANDS

- Willingness to work some weekends and evenings.
- Ability to travel locally.

EDUCATION

- High School Diploma or equivalent required.
 - Bachelors in Marketing, Advertising, Communications, or English preferred.

COMPENSATION

This is a part-time role (25-30 hours per week) with the potential to become a full-time role. NSBR offers compensation that is competitive and commensurate with experience and qualifications.

Send resume and cover letter to Laura Siu-Nguyen at laura@newschoolsbr.org.