

**Updated:** May 8, 2020  
**Position Title:** Social Media Strategist  
**Staff Group:** Communications, Office of Outreach and Public Witness (OPW)  
**Reports To:** Public Relations and Outreach Director  
**Location:** Open  
**Grade:** 10  
**Hours/Week:** Full-time with Benefits

### Purpose

To lead development and implementation of a comprehensive social media and blogging strategy for the Unitarian Universalist Association (UUA) that advances the mission of the UUA and embodies the values of an inclusive, progressive, prophetic, and anti-oppressive faith community.

### Principal Responsibilities

1. Develops and implements a social media content strategy for all UUA accounts that will contribute to raising the UUA's brand recognition and social media engagement.
2. Develops and implements a blogging content strategy for the UUA focusing on "digital first" content such as listicles, essays, and recaps.
3. Manages audience: Initiates conversations and interacts with key audiences in real time.
4. Creates engaging content for the UUA's primary organizational accounts, including but not limited to the UUA's official Facebook, Twitter, and YouTube accounts.
5. Monitors and reports on emerging social media tips, trends, tricks, sites, and case studies.
6. Develops and monitors effective benchmarks for measuring impact of brand messaging campaigns.
7. Monitors social media platforms, collecting and reporting out on channel-specific analytics.
8. Reviews and approves social media plans from UUA staff to coordinate strategic brand messaging, best practices, and guidelines.
9. Reviews and approves all requests to create new social media accounts that represent the UUA.
10. Reviews and approves all requests to create new UUA blogs that represent the UUA.
11. Reviews and approves social media plans for all new UUA initiatives, campaigns, and partnerships.
12. Maintains a directory of all official social media accounts and blogs. Communicates with account managers to ensure strategic initiatives are being carried out across all platforms.
13. Serves as chief social media trainer and liaison for UUA staff and UU leaders who produce content on social media.
14. Leads the planning and development of social media toolkits, guides, and templates for UUA campaigns and UU congregations.
15. Performs other duties as requested by the supervisor, the Director of Communications, the Executive Vice President, or the President.

### Qualifications

This is a Grade 10 position (expected hiring range \$41,600 to \$51,900 depending on experience). Note that qualifications may be met as a result of lived experience, volunteer work, professional experience, and/or formal or informal training. Requirements include:

- Proficiency in social media management tools such as Sprout Social, Hootsuite, or Buffer.
- Proficiency in blogging and social media storytelling trends and emerging practices where the two collide. (Instagram and Medium storytellers are strongly encouraged to apply.)
- Associate's degree in communications, marketing, journalism, or a related field. Note that this qualification can be met as a result of other professional, educational, or lived experience.
- Proficiency in Microsoft Office applications (Access, Excel, Outlook, PowerPoint, and Word).
- Enthusiasm about (and the ability to engage with) the latest social media trends and trending topics. (Meme makers, Tik Tok dancers, and Twitter essayists are strongly encouraged to apply.)
- Comfort with crafting messaging on behalf of a faith community, demonstrating inner spiritual grounding.
- Personal and professional commitment to counter systems of oppression and cultural marginalization, and to promoting a staff culture of intercultural fluency and humility.
- Ability to be responsive outside of business hours in exceptional crisis moments.

- Periodic travel and weekend work required. (Staff receive Offset Time to balance any time spent working outside of normal work hours.)
- Eagerness to dismantle white supremacy and colonialism within self and the world.
- A commitment to being a team player on a team that values accountability, grace, and a sense of humor.
- Work or lived experience with communities of color or indigenous peoples is of particular value.
- Eagerness to work in an organization in which the dismantling of white supremacy is a high priority.

### **How to Apply**

People with disabilities, people of color, indigenous people, Hispanic/Latinx, and LGBTQ candidates are encouraged to apply. The UUA is committed to developing a diverse and talented staff team. If you are excited about this role, but are unsure whether you meet 100% of the requirements, we encourage you to inquire and/or apply. Send cover letter and résumé—indicating “Social Media Strategist” in the subject line—via e-mail to [careers@uua.org](mailto:careers@uua.org), via fax to (617) 948-6467, or to Human Resources, UUA, 24 Farnsworth Street, Boston, MA 02210. E-mail submissions preferred.

### **About the UUA**

The Unitarian Universalist Association is a progressive religious denomination headquartered in Boston’s waterfront Fort Point Innovation District with offices in Washington, DC and at the United Nations in New York City. Our faith community of more than 1,000 self-governing congregations brings to the world a vision of religious freedom, tolerance, and social justice. Our normal workweek is 35 hours, we pay 80% contribution towards health insurance premiums, 11% towards retirement (after one year), and have generous paid time-off policies. We are a great place to work and we value diversity. The UUA is an Equal Opportunity Employer and is committed to the full inclusion of all. As part of this commitment, the UUA will ensure that applicants and staff with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact the Office of Human Resources at (617) 948-4648 or [humanresources@uua.org](mailto:humanresources@uua.org). For more information on the UUA, visit us online at [UUA.org](http://UUA.org) and [uuworld.org](http://uuworld.org).

### **Support for the Mission and Values of the Association**

The Unitarian Universalist Association is a progressive and historic religious denomination. While it is not generally required or expected that an applicant/employee identify as a Unitarian Universalist (UU) or be a member of a UU congregation in order to work at the UUA, all UUA staff members are expected to perform their job duties in accordance with the UUA’s values, principles and mission. In particular the following points, drawn from the Seven UU Principles, are of particular importance for the UUA’s work environment and staff culture:

- The inherent worth and dignity of every human being: We affirm the need for a human-centered workplace that allows our diverse staff to flourish. We also understand that our wider culture and society oppresses and denies human dignity, and we seek to counter the effects of that oppression in our hiring and workplace culture so that each person feels whole and valued.
- Justice, equity and compassion in human relations, and the goal of world community with peace, liberty and justice for all: We speak openly and publicly of our support for social and political issues, including LGBTQ equity, racial justice, climate justice, gender equity, and reproductive justice.
- The interdependent web of existence: We recognize that the liberation of all people is interwoven, and we work to counter patriarchy, white supremacy, colonialism, homophobia, transphobia, ableism, environmental exploitation, and other interrelated systems of marginalization.