

# MOTHERS' MILK BANK CALIFORNIA



## Social Media Specialist

Do you share our passion for making a difference in the lives of infants and their families? Our **Social Media Specialist** is a key member in developing, managing, and executing our social media presence to enhance our brand's visibility, engagement with our community, and in visits to our website.

As our **Social Media Specialist**, you will oversee content creation, support online and in-person engagement initiatives, manage media buys, and collaborate with influencers to grow our online community. This role involves analyzing performance metrics, refining strategies based on insights, and using creativity to design graphics, videos, and advertisements for social media and to drive traffic our website.

### About Mother's Milk Bank

Located in San Jose, California and founded in 1974, we are the oldest operating non-profit milk bank in the United States. We are a nonprofit organization dedicated to providing life-saving donor human milk to infants in need, especially those who are premature or medically fragile. We believe that every infant deserves the best possible start in life to improve the health and survival rates of infants by ensuring access to safe and consistent donor human milk. Learn more about us at <https://mothersmilk.org>

### What You Get:

- **Salary:** \$70,000 - \$78,000; DOE
- **Benefits:** Medical, Dental, Disability, Paid Vacation / Sick Leave, 10 Holidays, 403B Retirement and Professional Development.
- **This is a full-time position in San Jose, California**

### Responsibilities:

- Collaborates with the Communications Manager to enhance the organization's social media presence; develops engaging content; executes social media campaigns to build awareness and engagement
- Creates original content; develops and publishes content across social media platforms (Facebook, Instagram, LinkedIn, etc.) following a content calendar, at least 3-5 times a week
- Engages the community; monitors and engages with online communities; responds to comments, feedback and inquiries
- Manages social media paid advertising campaigns and tracks performance metrics
- Analyzes social media data to measure campaign performance and optimize content
- Creates visually compelling graphics and videos adhering to brand guidelines
- Utilizes analytics tools to measure engagement, audience trends, and campaign effectiveness
- Reaches out to influencers and milk drive partners to expand brand reach
- Monitors and stays up to date with social media trends and best practices; adapts strategies accordingly
- Maintains and updates social media calendars and scheduling platforms
- Make recommendations to enhance the usability of the social media pages

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- Identifies key opportunities for social media innovation
- Coordinates with internal and external teams to ensure consistent messaging and branding across all social media platforms

## Qualifications:

- Commitment to the mission and values of Mothers' Milk Bank California
- Passion for social media, community building, and audience engagement
- Bachelor's degree in business, communications, Marketing, Graphics Design, Media Relations, Journalism, Business Administration, preferred or equivalent experience
- Three years of social media experience with a strong technical background; nonprofit experience preferred
- Proficiency in content creation tools, including Adobe Photoshop, Adobe Premiere, Canva, CapCut, TikTok and Instagram video editing
- Familiarity with MailChimp, Meta Business Suite, and Meta conversion (pixel) tracking
- A love for social media, comfortable and confident in engaging with audiences and influencers
- Strong creative writing skills with an eye for visual design and video creation
- Proven experience in implementing social media or advertising campaigns
- Ability to analyze and interpret social media data to optimize content strategies
- Experience managing and optimizing social media campaigns across various platforms, including Google Ads, Facebook Ads, and other relevant channels
- Strong project management skills with the ability to multitask and prioritize in a fast-paced environment with time-sensitive deadlines
- Excellent communication and interpersonal skills with the ability to collaborate effectively across teams and engage with diverse audiences
- Ability to work independently and as part of a team
- Ability to lift and move up to 30 pounds and perform other light physical duties in a safe manner.
- Regular local and occasional regional travel required; driving to and from events
- Occasional evening and weekend work required

**To Apply:** Please email your resume, examples of your creative social media portfolio, and a cover letter addressing why you are a great fit for this role to [mothersmilkbankcareers@gmail.com](mailto:mothersmilkbankcareers@gmail.com); **please put "Social Media Specialist" in the subject line.**