

DIGITAL & SOCIAL MEDIA COORDINATOR

COMPENSATION: \$40,000 - \$65,000

FLSA: Exempt

LOCATION: Boston, MA

CONTACT: jobs@naca.com or 617-250-6222 ext.1221

BENEFITS: Comprehensive package: single/family health, vision, dental, 401(k) and more

WEBSITE: www.naca.com

NACA

NACA is the country's preeminent non-profit homeownership and advocacy organization with over two million Members through over forty-five offices nationwide. Over the past thirty years NACA has established a track record that has earned both the respect and fear from others in the lending industry. NACA stands out in the following areas: 1) It is the most effective organization in the country in providing affordable homeownership; 2) It is the place to work to fight for economic justice for those dedicated and willing to work hard; and 3) It provides unprecedented opportunities for staff to do well financially by doing good.

Started in 1988, NACA has won campaigns against some of the country's most powerful companies and individuals that engaged in predatory and discriminatory lending. NACA's success is a result of its aggressive, confrontational advocacy and state-of-the-art systems and operations. The purchase program provides comprehensive counseling as HUD's largest housing counseling agency (through its Neighborhood Stabilization Corporation subsidiary) with access to NACA's Best in America mortgage: no down payment, no closing costs, no requirement for perfect credit and always at a below-market, fixed interest rate. NACA has over \$15 billion in mortgage commitments from the country's largest lenders to support this program. Through its HomeSave program for homeowners with an unaffordable mortgage, NACA is also the most effective in providing affordable solutions and has done so for over 250,000 at-risk homeowners nationwide.

Built on this track record of success, NACA is undertaking rapid expansion across the country with the hiring of many additional staff nationwide. NACA continues its aggressive advocacy in fighting for economic justice for low-to-moderate income people and communities. In addition to affordable homeownership, NACA takes on economic justice issues such as student debt, tax equity, income inequality, environmental and other issues. Employees at NACA have a tremendous impact on the communities and the Members they serve. For more information about NACA, its history and programs, visit www.naca.com.

DIGITAL AND SOCIAL MEDIA COORDINATOR

With over two million members nationwide, NACA is well positioned to effectively utilize digital and social media in support of its broader mission of fighting for economic justice with a focus on providing affordable homeownership. Digital and social media is crucial to increase NACA's presence, improve its online reputation and customer service, and

encourage participation in NACA advocacy. This is an opportunity to utilize your creative talents and develop leadership skills while having an immediate impact on the future of this mission-driven organization.

NACA is looking for a creative individual with a passion for creating compelling digital content and cultivating a wide audience through various media platforms. This individual will be influential in both developing and utilizing marketing assets to help engage NACA membership and shape the public image of the organization. The individual will highlight and publicize the good work that NACA does, while at the same time making sure the best possible customer service and information is provided to low- and moderate-income participants.

JOB RESPONSIBILITIES

Overall job responsibilities include:

- Collaborate with NACA leadership to develop and execute a strategy that enhances NACA's online presence and advance its mission
- Increase participation and foster online engagement of NACA across social media channels and NACA's website and forums
- Contribute to printed materials and publications, including workbooks, presentations, blog posts, press releases, marketing assets, and social media
- Oversee and reinforce the consistency of NACA branding, design and messaging
- Development of brand awareness and online reputation
- Content management

Day-to-day activities include:

- Create compelling content that reaches NACA's target customers and audience
- Develop and maintain digital content and communication (images, video and written)
- Observe and answer to users while promoting participation
- Develop and increase outreach efforts through online and digital media
- Oversee and participate in design efforts across digital platforms and media
- Create and manage targeted promotions and campaigns
- Manage efforts in building online reputation
- Monitor and respond to online reviews and messages
- Analyze key metrics and adjust strategy as needed

TIME DEMANDS:

50+ hours a week. This is a demanding position requiring dedication and the willingness and ability to work long hours including some evenings and weekend work. Some national travel is expected.

COMPENSATION:

This is an exempt position with a salary range of \$40,000 - \$65,000 based on experience, skills, degrees and certifications. The candidate's performance evaluation and future compensation is largely based on meeting the Job Responsibilities, Competencies and Skills stated herein.

JOB QUALIFICATIONS

NACA seeks leaders with a positive and open attitude, a strong work ethic and relentless commitment to success with attention to detail. S/he is expected to have a high level of core competencies and skills as described in detail at naca.com.

EDUCATION & CERTIFICATIONS:

- Bachelor's degree – Required.
- Advanced degree – Preferred.
- Educational background in communications, business, new media or public relations - Preferred
- Training and certifications that demonstrate important knowledge and credentials - Preferred.

EXPERIENCE & SKILLS:

- All experience levels are encouraged to apply. Experience in these areas is a plus: sourcing and managing content development, publishing, digital marketing, photo/video editing and production.
- Experience in developing social media content for elected officials, is a plus.
- Able to effectively communicate information and ideas in both written and video format.
- Skilled at photo and video production, editing and cataloging. A specialization in photo and/or video content creation is highly desirable.
- In-depth knowledge and understanding of social media platforms and how each platform can be deployed in different scenarios.
- Demonstrated creativity and documented immersion in social media.
- Familiarity with SEO and online/digital marketing.
- Ability to write and speak languages other than English, particularly Spanish, is a plus.

APPLICATION PROCESS

Applicants must complete the application at www.naca.com.

NACA is an equal opportunity employer. Minority and bilingual individuals, particularly those who speak and write in Spanish, as well as second change applicants are strongly encouraged to apply. To follow-up and for inquiries regarding this and other positions contact NACA's HR Department at jobs@naca.com or call 617-250-6222 ext.1221.

This job description is solely for descriptive purposes with NACA reserving the right to make unilateral changes to this job description including the compensation for all staff or on an individual basis. This does not constitute a contract for employment.