

SOCIAL MEDIA SPECIALIST

COMPENSATION: Based on experience

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.

SOCIAL MEDIA SPECIALIST

NACA has over two million members nationwide and is well positioned to effectively utilize social media in support of its mission of fighting for economic justice. Social media is crucial to increase NACA's presence, improve its on-line reputation, encourage participation in NACA campaigns, and increase participation in its predatory economy initiative. With the already strong demand for NACA's program, social marketing and advertising is one important part of the online strategy while also working on-line with individuals, discussions and follow-up from those connections.

NACA is looking for a very driven, creative individual with extensive experience and passion for creating compelling content and cultivating a wide audience through social media. 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.

A successful candidate will:

- Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Raise awareness of NACA and its mission by developing, organizing, and publishing engaging content across social media channels, including both written communication and photo/video.
- Map out and implement a comprehensive marketing strategy and develop a process that proactively provides meaningful and positive online interactions, and monitors trends in social media tools, applications, channels, design and strategy.
- Identify areas of concern and opportunities in user-generated content surrounding the company and report notable trends, including risks or strategic threats.
- Monitor effective benchmarks for measuring the impact of social media campaigns, and analyze, review, and report on effectiveness of campaigns.

JOB RESPONSIBILITIES

A successful candidate will be responsible for the administration of NACA's social media outreach and marketing. Administration includes but is not limited to:

- Collaborate with NACA leadership to develop and execute a strategy that enhances NACA's online presence and advance its mission of homeownership advocacy, economic justice and building strong and stable neighborhoods and communities
- 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
- Increase participation in targeted markets.

Day-to-day activities include but are not limited to:

- Create applicable content that reaches NACA's target customers and audience
- Develop, enhance and manage all published content (images, video and written)
- Observe and answer to users while promoting participation
- Develop and increase outreach efforts
- Oversee design (i.e.: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.)
- Design, create and manage promotions / campaigns
- Manage efforts in building online reviews and reputation
- Monitor online reviews and respond to each review
- Analyze key metrics and adjust strategy as needed

TIME DEMANDS:

The Social Media Specialist must be able to meet the demands of the job that consists of 50+ hours a week. This is a demanding position requiring dedication and the willingness and ability to work long hours including evenings and weekends. Some national travel is expected.

COMPENSATION:

This is an exempt position with salary 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 and ability to meet aggressive deadlines and ambitious goals. S/he is expected to have a high level of core competencies and skills included in one's personal characteristics and professional experiences in the following areas: communication, organizational skills, professional skills, professionalism, customer service, time management, positive leadership, computer skills and being mission-driven. The Core Competencies & Skills are described in detail at www.naca.com.

EDUCATION & CERTIFICATIONS:

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

EXPERIENCE & SKILLS:

- Significant experience in many of the following areas: sourcing and managing content development, publishing, traditional marketing, digital marketing, photo/video editing and production.
- Able to perform in a fast paced, high volume environment.
- Excellent communication skills with ability to effectively communicate information and ideas in written and video format.
- Experience with photo and video production, editing and cataloging
- In-depth knowledge and understanding of social media platforms and how each platform can be deployed in different scenarios.
- Demonstrates creativity and documented immersion in social media.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest etc.) and how each platform can be deployed in different scenarios.
- Familiarity with SEO and online/digital marketing
- Ability to create and maintain blogging relevant to affordable lending and NACA's mission.
- 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. NACA may also change the compensation during campaigns, activities and events at its discretion. This does not constitute a contract for employment. Nothing herein shall limit NACA in its sole discretion from terminating a Counselor for any reason or no reason with employment on an "at-will" basis.