



## **Social Media Assistant: Recruitment & Racial Justice (Temporary)**

**Location:** Remote

**Description:** Part-time, temporary (Through August 31st)

**Start Date:** ASAP

**Salary:** \$22-\$25 per hour (Up to 20 hours per week)

**Avodah Overview:** Avodah believes that Jewish leaders have the power to help change our country for the better. For the past 23 years, Avodah has built a vast network of Jewish leaders who have come through our programs and now lead communities across the country, created a robust educational curriculum with which we have reached tens of thousands in the broader community, and developed an unparalleled analysis of social justice issues through a Jewish lens.

We train and support emerging and current leaders with the tools, knowledge, and networks they need to contribute their skills and passion to advancing social justice across the country and deepen the fabric of our diverse Jewish communities. Avodah's [Jewish Service Corps](#), [Justice Fellowship](#), [Alumni Network](#), and [Institute for Social Change](#) have sparked thousands of Jewish leaders to do justice work, added millions of dollars in critical staff capacity to anti-poverty organizations, and helped strengthen Jewish life in the United States.

**Position Overview:** The Social Media Assistant will primarily support Avodah's recruitment communications, in addition to playing a key role in communications concerning racial justice initiatives and Avodah's Jews of Color (JOC) Bayit. They are managed by the Recruitment Director, and work closely with the Communications Associate, both of whom work in Eastern Time. This is a great position for someone with experience in content creation and scheduling and who is enthusiastic about using social media as an outreach and engagement tool, particularly to advance racial justice within and beyond the Jewish community.

## **Responsibilities include:**

### Recruitment communications (50%)

- Creating social media content, focusing on Instagram as a Service Corps recruitment tool
- Collecting photos and information from members of other teams about programs and events
- Conducting direct outreach to Avodah's program participants and partner organizations for content
- Researching and testing video trends and algorithm updates to brainstorm new strategies
- Routinely logging in to check notifications, respond to comments, and follow up with prospective applicants who have commented on a post or privately messaged Avodah
- Making simple graphics using Canva and/or pull photo(s) from Avodah's libraries for posts at times when the Graphic Designer is at capacity

### JOC Bayit and racial justice communications (30%)

- Creating social media content, with an emphasis on sharing JOC perspectives on Instagram
- Researching JOC thought leaders and historical perspectives
- Supporting the team in identifying opportunities for social media outreach, advertisements, and speaking/op-ed opportunities on JOC media platforms
- Actively participating in conversations around Avodah's commitment to racial justice, and how we share that commitment with our audiences

### General Avodah communications (10%)

- Serving as general support to the Communications team, with the goal of strengthening Avodah's communications efficiency and effectiveness

## **About you:**

*We know that not all applicants will have all of the desired qualifications, and systemic inequities often discourage folks from marginalized identities from applying. We encourage you to apply if you meet many of the qualifications below and think you'd be a strong candidate for the role.*

- You have a solid understanding of social justice, inequity, and how systemic causes of injustice intersect
- You understand how marginalized identities, such as with JOCs, affect a person's experience and perspective
- You have knowledge of the JOC community and organizational landscape
- You are confidently able to create and share messages that resonate with across diverse target audiences
- You are able to identify social media trends across platforms (Instagram, Twitter, LinkedIn, etc.)
- You understand how to combine content formats and visuals to tell a compelling story

- You are detail oriented and highly organized, capable of managing multiple priorities
- You are a collaborative team player who can work well with multiple teams
- Experience working with Sprout Social is a plus
- Experience working with Asana is a plus

**Working Conditions:**

This position can be remote, based out of your home office. Eastern time zone is preferred, with the majority of your availability taking place within Avodah's business hours, 9:00 a.m. to 5:00 p.m. Please be in touch with any questions regarding technology, work schedule, or accessibility questions you may have so we can work with you on those.

**TO APPLY:**

Please send a cover letter and resume to [msmithkenny@avodah.net](mailto:msmithkenny@avodah.net) to apply. Due to the volume of applications, we are only able to respond to those applicants granted an interview. Applications will be accepted until a hire is made and interviews will be set up on a rolling basis.

*Creating a more just world is a core part of our mission, and Avodah is working to continually strengthen our efforts towards equity and inclusion in the workplace. We strive to build a diverse team that brings with them a variety of identities, backgrounds, perspectives, and skills. Sephardic and Mizrahi Jews, people of color, women, people with disabilities, immigrants, LGBTQIA people, and people who come from poor or working-class backgrounds are strongly encouraged to apply. Avodah is an equal opportunity employer.*