



JOB DESCRIPTION

Title: Social Media Storyteller **Revised: April 2020**
Time Type: Part-time
Location: Madison Heights, MI (on location preferred, but open to considering remote candidates)
Department: Marketing

Job Summary

We are looking for a storyteller. We have lots of great stories waiting to be told - nearly 70 years of great stories and more being created every day. In this role, you will curate, develop, refine, write, and ultimately share these stories via social media. In addition to sharing the stories of the organization, including its members and its volunteers, other aspects of social networking are also key responsibilities.

This is a part-time position – estimated at 20 to 25 hours per week. Schedule is flexible, as aligned with organizational needs. Potential to eventually become a full-time position if desired, but also potential to keep at part-time.

Should understand, or be ready to learn, the mission, investment principles and philosophy of NAIC / BetterInvesting and how NAIC / BetterInvesting relates to its members, its volunteers, the investment community, the media, and regulatory agencies. Understand, or be ready to learn, the value of NAIC volunteers and how to work well with them. Thoughts/ approach to investing must align with the core principles of the NAIC dba BetterInvesting.

The successful candidate will create, obtain, amplify and ensure accurate, current, and attractive content to support member recruitment and community engagement.

About NAIC / BetterInvesting

As a nonprofit organization, our mission is to educate individual investors and investment clubs to become successful lifelong investors. You can read more about our organization, founded in 1951, at www.betterinvesting.org

Essential Functions

- Tell stories
- Establish social voice of the organization in alignment with organizational mission, principles, etc.
- Provide a POV for social media content in alignment with NAIC / BetterInvesting storied principles
- Curate content from a variety of internal sources
- Generate (develop, write, edit, proof, and post) content for core social properties, in a way that aligns with how communities engage on each respective network
- Suggest and implement improvements for social media engagement on networks including Facebook, LinkedIn and Instagram
- Manage social media presence including community management
- Serve as advocate in social media; monitoring conversations, answering questions and engaging in dialogue when appropriate.
- Elevate any customer service issues posed via social to appropriate internal parties
- Coordinate efforts with other personnel and key stakeholders in the volunteer community



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- Understand and utilize social media best practices by network
- Track metrics from social media and optimize accordingly
- Create and implement strategy to best merchandise benefits of membership in an appropriate way per network
- Develop and maintain social strategies growing audience and fostering engagement.
- Generate and maintain a positive public image of NAIC / BetterInvesting
- Assist in ad hoc educational projects and efforts to communicate association news and announcements with members and the general public.
- Perform additional duties as assigned

Knowledge, Skills, Abilities

Communications: Excellent written communication skills, targeting communications to the characteristics and needs of the audience, and to meet professional standards. Ability to write effectively, succinctly and in an appropriate manner consistent with the company's brand.

Content Development: Outgoing approach in order to cull concepts from various sources. Able to ideate and weave a story.

Organic Social Media Marketing: In-depth knowledge of social networks, especially Facebook, LinkedIn, and Instagram, etc. Demonstrated ability to manage social media programs and track results.

Integrity: Demonstrate sound business ethics; show consistency among principles, values and behaviors; build trust with others; is well respected.

Quality Service: Produce high quality results that meet organizational needs.

Strategic Thinking: Consider a broad range of internal and external factors when solving problems and making decisions; use information about the investment market and the needs of potential members in making decisions; recognize strategic opportunities for success

Teamwork: Foster collaboration as well as take actions that respect the needs and contributions of others. Coordinate efforts. Share and build on others' ideas.

Desirable Experience: Managing social media for a business.
Investment acumen - familiar with stock markets, etc.
As an NAIC / BetterInvesting volunteer/educator.

Preferred Education: Bachelor's degree in English, Journalism, Communications or other relevant field.

We welcome all applicants including stay-at-home parents, retirees, those returning to the work force after an extended period away, etc.

We are an equal opportunity/affirmative action employer, complies with all applicable federal and state laws regarding nondiscrimination and affirmative action. We are committed to a policy of equal opportunity for all



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persons and do not discriminate on the basis of race, color, national origin, age, marital status, sex, sexual orientation, disability, religion, height, weight, or veteran status.

To apply, email us at socialposition@betterinvesting.org

This job description does not list all the duties of the job. Management sometimes assigns additional duties. This job description may be revised at any time. The job description is not a contract for employment, and either the employee or the employer may terminate employment at any time, for any reason.