



LAKESHORE

Lakeshore Foundation is a non-profit 501c3 organization. Our mission is to enable people with physical disability and chronic health conditions to lead healthy, active, and independent lifestyles through physical activity, sport, recreation, advocacy, policy and research.

New Job Posting: Digital and Social Media Specialist

Lakeshore Foundation seeks a qualified candidate who will be responsible for promoting positive awareness, locally, statewide and nationally of Lakeshore Foundation and its programs, supporting member recruitment, research, advocacy and other services. Under the general direction of the Director, Communication, he or she is responsible for developing strategies and content to enhance awareness of and support for Lakeshore Foundation programs, services and mission.

Primary Responsibilities:

- In collaboration with the Director of Communications and staff, develops and implements social media content, strategies and tactics
- Develops social media content calendars and monthly reports
- Creates and manages website content and monitors SEO and user engagement, suggesting content optimization
- Reports web traffic metrics and social media KPIs
- Supports web design and publishing
- Creates presentations, blog posts and media releases, as needed.
- Works with the staff to create basic collateral materials for the organization
- Supports media relations and other Communications functions such as events, writing and photography, as needed.

Qualifications:

- Skill and proficiency in public relations as obtained through, a minimum of a bachelor's degree in Communications or Marketing, as well as two years of experience required.
- General knowledge and interest in disability cultures including the Paralympic Movement and disability rights movement. Familiarity with the Disability Language Style Guide is a plus.
- Excellent knowledge of major social media platforms including Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and others
- Skilled in the use of digital and social media tools to target audiences, shape content and report analytics
- Strong graphic design and journalism skills preferred
- Knowledge of and experience using word processing and other computer software programs, including Windows based platforms
- Proficient in the Adobe Creative Cloud suite, specifically Illustrator, InDesign and Photoshop
- Critical thinking and problem-solving skills, team player, good time-management skills, multitasking skills and great interpersonal and communication skills required.
- Must be creative and detail oriented.

Physical Requirements and Environmental Conditions:

- Standard office conditions.

Please submit letter of interest and resume to Debbie Smith DebbieS@lakeshore.org. EOE