

Minnesota Indigenous Business Alliance (MNIBA)

Social Media Coordinator



JOB BRIEF

MNIBA is looking for a part-time, qualified social media coordinator to join our team. You will assist in the implementation of a comprehensive social media strategy to increase MNIBA's web traffic and brand awareness.

As a Social media coordinator, you should have excellent multitasking skills to handle all MNIBA's social media accounts in a cohesive way. If you have a creative way of thinking and of presenting our brand through multiple social media channels, we would like to make you part of our team.

SCOPE OF WORK

- Assist in the execution and design of MNIBA's social media strategies to achieve marketing goals,
- Manage, create, and publish original, high-quality content,
- Administer all company social media accounts ensuring up-to-date content,
- Collaborate with ED to create social 'buzz' regarding new product launches,
- Facilitate client-company communication (respond to queries, get reviews, and organize chats and Q&A sessions),
- Prepare weekly and monthly reports on web and social media traffic,
- Monitor SEO and user engagement and suggest content optimization,
- Stay current with new digital technologies and social media best practices.

DESIRED QUALIFICATIONS

- One of more years of experience as a Social Media Coordinator or similar role,
- Experience working in and with Native communities, entrepreneurs and artists a must!
- Communications and/or marketing education/training,
- Has an eye for creativity in social media posts,
- Experience with Facebook, Instagram, Twitter, LinkedIn and Google Ads for Nonprofits,
- Experience with Wordpress web design and publishing,
- Experience with Canva and/or Adobe Photoshop Elements,
- Experience with Loomly Social Media Scheduler,
- Understands SEO and web traffic data,
- Ability to multi-task,
- Critical thinker and problem-solver,
- Organized and self-motivated,
- Excellent time management,
- Excellent communicator and relationship builder with an entrepreneurial spirit!

MNIBA is a Native-led and governed 501c3 nonprofit organization that supports Native entrepreneurs, artists, creatives, communities, and organizations.

BENEFITS

This is a remote role. MNIBA is a fast paced, entrepreneurial environment and encourages exploration and its employees to work independently and drive results that greatly impact the work. Here are some additional ways we support your continued success and happiness:

- Competitive wage
- Flexible work hours
- Home internet and mobile phone assistance
- Ongoing professional development

TO SUBMIT QUALIFICATIONS

Please send an email to info@mniba.org and in the subject line please write: Social Media Coordinator and include:

- 1-Page letter of interest
- Resume
- Three references
- Three samples of social media posts (provide links or attach samples)

Additional details on the project and scope of work will be discussed during the interview. This position is for 80 hours per month with a starting salary of \$18-\$20 per hour depending on experience. **Please submit on or before November 15, 2021.**