



Social Media Manager/Specialist

The Social Media Manager/Specialist position, will provide oversight and/or contribute to the organization's social media and digital strategy according to the overall marketing strategy. The Social Media Manager/Specialist will collaborate with internal teams and outside vendors to ensure that timelines and goals are met, within budget. Will also work with the marketing, development and solutions teams on multiple concurrent projects that require social media and digital content expertise.

About Save the Storks

Save the Storks is a non-profit pioneer of the new Pro-Life movement. 84% of women felt abortion was their only choice and 64% of women felt pressured into an abortion. Plenty of angry rhetoric and politics line both sides of this debate, but Save the Storks offers an innovative "3rd option" with a non-political, non-combative approach. We support the 3,000 pregnancy resource centers around the country as they love on & provide choices to abortion-vulnerable women nationwide.

1) Stork Bus– These mobile medical units minimize the distance between Pro-Life professionals and women with an unplanned pregnancy. 4 out of 5 women who board a bus make a decision for life. This approach has saved more than 4,000 babies so far. Going mobile is a popular strategic option with more than 40 Stork buses launched to date (and even more currently in production).

2) Rebrand Pro-Life - Save the Storks seeks to revolutionize and rebrand what it means to be "Pro-Life" by telling real-life stories, creating engaging videos and inspiring churches & key influencers to get off the sidelines and into the conversation.

3) Innovation Center– We take an entrepreneurial approach to finding and sharing best practices, constantly training and testing new models for marketing and engagement.

A story of Gospel-centered love and compassion for women is the focus of this young, rapidly growing ministry. The innovative approach combined with God-led connections and support have inspired thousands of monthly and one-time donors to join the movement. The team continues to grow in support of the big vision.

Save the Storks has a unique culture inspiring people who share our values:

- Pro-Mom: We celebrate and support moms, babies, families and inspirational stories of courage and hope.
- Speak Truth: We believe all life has value, meaning and worth. Our Gospel-centered love drives us to respectfully provide options and choices for abortion-vulnerable moms.
- Results Focused: We measure impact and leverage best practices to ensure quality and strategic use of limited resources.

- Fresh Approach: We have taken a fresh look at an old problem by providing an innovative “3rd option” that is not combative or political. Our message engages people who have stood on the sidelines unsure how to help or make a real difference.
- Adventure Mindset: We believe taking calculated risks and pushing outside your comfort zone produces growth and energy. We bring a sense of adventure and passion to all we do.
- Movement Leaders: With a new voice, we have sparked a grass-roots revolution and call to action among youth, influencers, pregnancy resource centers and churches.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- 1) Develop and maintain social and online content
- 2) Perform research on current benchmark trends and audience preferences
- 3) Engage techniques to create brand awareness and social engagement
- 4) Create content that attracts attention, generates interest and demands to be shared by followers and potential supporters
- 5) Maintain the social media calendar
- 6) Continuously execute A/B test to improve both paid and organic social performance
- 7) Run effective social media ad campaigns
- 8) Set specific objectives and report on ROI
- 9) Oversee web development
- 10) Work with all teams to provide authentic and helpful responses
- 11) Maintain brand identity throughout all conversations

QUALIFICATIONS

- Bachelor's Degree in Communications or other related field
- At least 3 years relevant experience in social media industry, with 2 years at management level (2 years relevant experience required for candidates applying as a Specialist)
- Comprehensive knowledge of the digital and social media universe including but not limited to Instagram, YouTube, Facebook, Twitter, Pinterest, Google, blogs, etc.
- Constant and relevant presence in the social spaces
- Excellent written and verbal communication skills
- Able to identify trends and opportunities in social media content
- Ability to work individually on a project or in a team environment
- Ability to multitask and prioritize
- Experience with basic photography, photo editing software and video editing is a plus
- Willing and eager to be an effective revolutionary in the pro-life movement
- Personal relationship with Jesus Christ; comfortable participating in daily prayer and devotional time

ROLE SUMMARY

The Social Media Manager/Specialist position, will provide oversight of the organization’s social media and digital strategy according to the overall marketing strategy. The Social Media Manager will collaborate with internal teams and outside vendors to ensure that timelines and goals are met, within budget. Will also work with the marketing, development and solutions teams on multiple concurrent projects that require social media and digital content expertise.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- 1) Develop and maintain social and online content
- 2) Perform research on current benchmark trends and audience preferences
- 3) Engage techniques to create brand awareness and social engagement
- 4) Create content that attracts attention, generates interest and demands to be shared by followers

and potential supporters

- 5) Maintain the social media calendar
- 6) Continuously execute A/B test to improve both paid and organic social performance
- 7) Run effective social media ad campaigns
- 8) Set specific objectives and report on ROI
- 9) Oversee web development
- 10) Work with all teams to provide authentic and helpful responses
- 11) Maintain brand identity throughout all conversations

Candidates should be local or planning to move to Colorado Springs.

Candidates should send their resume and cover letter, along with a list of personal and professional social media accounts and summary of followers/engagement to: [diane.ferraro \(@savethestorks.com\)](mailto:diane.ferraro@savethestorks.com).

Job Type: Full-time