

Media Strategist Job Description

REBOUND, INC.

POSITION: Media Strategist

GENERAL DESCRIPTION:

REBOUND, INC. is a grassroots, community-based, non-profit located in North Minneapolis, Minnesota. It was created to regain possession of the life trajectory of African American youth. Rebound, Inc. seeks to partner with community in addressing the over-representation of black youth in the juvenile justice system by leading the way in the innovation and provision of holistic, community-centered, education, advocacy, and rehabilitation solutions.

PREFERRED QUALIFICATIONS:

- BA/BS degree in Communications, Marketing, Journalism, Art with four years of professional social media/communications experience, OR
- Non-communications degree with six years of progressive responsibility in social media, communications, or marketing

DUTIES & RESPONSIBILITIES:

These examples do not include all possible tasks in this work and do not limit the assignment of related tasks in any position of this classification. Regular attendance according to the position's management-approved work schedule is required for all positions.

1. Social Media Management (70%):

Overseeing the ideation, creation, and management of content for Rebound's social accounts. This includes social media content that will help recruit prospective donors, community partners, and referring agencies; engage sponsors; activate marketing, fundraising and ticketing plans and any ancillary programming that requires social media assistance for Rebound programming. The Media Strategist should have the ability to take photos and videos, as well as have basic editing experience.

2. Strategic Direction/Assistance/Mentorship (20%):

Work with program coordinators and administrators to develop media strategies that support the goals of the organization and each of its programs. This responsibility will include, but not be limited to, the introduction of "best practices," monitoring of social media practices conducted by industry peers, and staying abreast of emerging social media outlets and related technologies, marketing through newsletters, as well as emails on the organization/program's behaves. The position will actively participate in leading the media efforts of all Rebound programs, including - but not limited to - social media.

This position will serve as the "voice" for Rebound accounts, which will include leading and participating in conversations on all social platforms. Use professional judgment to identify potential issues and respond accordingly.

Training staff and clients on social media by giving advice and feedback, establishing standards, and serving as a catalyst to improve the program's social media performance.

3. Other Organization Communications/Media (10%)

WORK ENVIRONMENT: Rebound has adopted a work-from-home strategy that allows for much of the work to be done from home, however, regular in-person meetings with staff, clients, and at events that may take place in the Morning, Afternoon, or Evening will be required on-site as well as in the community with youth, families, and community partners.

MORE INFORMATION: www.reboundmpls.org

TO APPLY: Send resume, letter of interest, and at least three examples of your media work to Christina Botts, Director of Operations, CBotts@reboundmpls.org.

COMPENSATION : \$50,000 – \$54,000. This is an exempt position.