



ACADEMY *for* HUMAN RIGHTS

CHANGE THE WORLD.

SOCIAL MEDIA MANAGER JOB DESCRIPTION

OUR MISSION

The mission of the Academy for Human Rights is to provide impactful human rights education for teachers, students, and community, empowering all to lead informed and contributory lives.

OUR VISION

The vision of the Academy for Human Rights is to ensure a more just, equitable, and sustainable world by creating an informed public, and lending collective force to change the world for good.

POSITION OBJECTIVE

The Social Media Manager at the Academy for Human Rights is pivotal in enhancing organizational visibility and engagement through strategic social media management. Collaborating closely and reporting to the Communications Director, the manager develops and executes comprehensive social media strategies, focusing on human rights themes and highlighting the impact of programming to align with the Academy's mission. By analyzing campaign effectiveness, they ensure consistent growth and outreach, while also fostering cohesive messaging across teams. Additionally, the manager provides valuable feedback and collaborates with interns and volunteers to deliver impactful campaigns that support the Academy's educational initiatives and broader goals for social change.

DUTIES AND RESPONSIBILITIES

General Responsibilities:

- Work with the Communications Director to develop, implement, and execute the Academy for Human Rights' social media strategy to enhance visibility and engagement across multiple social platforms including but not limited to: Facebook, Instagram, LinkedIn and TikTok.
- Oversee and manage social media content creation, particularly focusing on human rights dates and holidays, to align with organizational objectives with guidance from the Communications Director.
- Analyze and evaluate the effectiveness of each social media campaign to optimize future strategies and achieve measurable goals.
- Report social media performance metrics monthly to the Communications Director and Executive Director.
- Stay abreast of current trends, best practices, and emerging technologies in social media to continuously improve the organization's online presence.
- Collaborate closely with staff members to ensure cohesive messaging and alignment across all channels.
- Provide constructive feedback to enhance content quality and effectiveness in reaching target audiences.
- Collaborate with interns and volunteers to develop and execute engaging campaigns in alignment with the Academy's programming and goals.
- Regularly update The Academy's website with guidance from the Communications Director.



ACADEMY *for* HUMAN RIGHTS

CHANGE THE WORLD.

COMPENSATION

The Social Media Manager will operate as a 1099 independent contractor and receive a compensation stipend equivalent to \$2,400/year. The Social Media Manager is expected to work an average of 2.5 hours per week at an approximate hourly rate of \$18.46/hour. As a 1099 independent contractor, no additional benefits (health care, PTO, etc.) are included and the contractor is responsible for all State and Federal Income Taxes.

TO APPLY

Please email your cover letter and resume in a single PDF document to AHR Executive Director Andrew Beiter at info@academyforhumanrights.org by Friday, March 14, 2025.