



1700 K Street, NW | Suite 740 | Washington, DC 20006

T 202.293.2856

www.agingresearch.org

[@Aging_Research](https://twitter.com/Aging_Research)

Social Media Coordinator

The Alliance for Aging Research is the leading nonprofit organization dedicated to changing the narrative to achieve healthy aging and equitable access to care. The Alliance strives for a culture that embraces healthy aging as a greater good and values science and investments to advance dignity, independence, and equity. For more information about us, please visit, www.agingresearch.org.

The Social Media Coordinator is responsible for assisting in all aspects of the Alliance's digital communications and marketing efforts, including online community and social media engagement, digital content creation, trend monitoring and reporting, and more. The Social Media Coordinator plays a vital role in a dynamic Communications team responsible for the organization's national communications strategy and marketing plans for its programs, events, and policies. This position reports directly to the Vice President of Communications.

Responsibilities include, but are not limited to:

- Implement the Alliance's social media strategy, including the creation and management of content; develop and foster relationships with online community members; and run paid and organic social media campaigns. Maximize reach by using all features of each platform (stories, reels, posts, etc.)
- Continuously interact with other organizations, digital influencers, and identified accounts to boost following and engagement
- Work collaboratively with the Health Education and Advocacy, Public Policy, and Development departments to promote the Alliance's initiatives on social media platforms
- Monitor ROI on our Google Grant fund investments, making recommendations for changes that support initiatives throughout the year
- Proactively monitor and track social media trends and provide recommendations that seek to improve the Alliance's social media strategy
- Assist with tracking and measuring the impact of the Alliance's social media communications efforts each month
- Create graphics tailored to optimize content on all social media channels to help amplify the reach of essential Alliance initiatives and messages
- Create and maintain social media toolkits intended for external organizations' amplification of our content
- Attend both in-person and virtual events to amplify via social media channels
- Assist staff with graphic design and technical questions pertaining to maximizing social media reach, as needed
- Write blog posts on timely topics for the Alliance's Healthy Aging Blog

Required Qualifications

- 2-3 years of work experience in an organizational social media role

- Experience with cultivating relationships with target online community members (such as patients, caregivers, advocates, partner organizations, and potential donors) through social media platforms
- Proven success managing organic and paid campaigns on social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.)
- Experience with social media management programs (such as Sprout and Hootsuite)
- Experience (or desire to learn) social media management programs (Social Press Kit) designed to share social media toolkits with stakeholders
- Ability to utilize KPIs to help drive strategy
- Understanding of how social media engagement amplifies the organization's overall digital strategy
- Ability to work as part of a team
- Excellent oral and written communication, editing, organizational, and interpersonal skills
- Strong attention to detail and deadlines, and the desire to work with a highly collaborative team
- Self-starter who can manage multiple projects simultaneously
- Proficient graphic design skills (experience with Adobe CS and Canva preferred)
- Proficiency in Microsoft Office products
- Must be authorized to work in the United States
- We are seeking candidates residing in the greater DMV area. While much of the work can be done remotely, attendance is required at monthly staff meetings, bi-annual board meetings, the Alliance's annual dinner, and other key events

Preferred Qualifications

- Bachelor's degree in communications, marketing, or equivalent experience in a related field
- A passion for and understanding of the importance of social engagement for nonprofit organizations
- An interest in aging-related public health issues and patient advocacy

The Alliance for Aging Research offers excellent benefits, including employer-paid health, dental/vision insurance, life insurance, long and short-term disability, paid maternity/paternity leave, flexible spending account, qualified transportation benefit, 401K retirement plan with matching, free gym access, monthly cell phone allowance or company issued cell phone, employee assistance program, fourteen (14) days of paid health and wellness leave, and four weeks of paid vacation. Salary \$55-60K. Salary commensurate with experience.

The Alliance for Aging Research is an equal opportunity employer that strives to be a place where inclusion lives, individuals grow, and diverse talent is retained. The Alliance does not discriminate against any employee or applicant because of race, creed, color, religion, gender, sexual orientation, gender identity/expression, national origin, disability, age, genetic information, veteran status, marital status, pregnancy or any other basis protected by law.

Application Process:

Applicants should submit the following items to HR@agingresearch.org with the subject "Social Media Coordinator":

- Resume
- Cover letter
- Please include at least two (2) examples of your social media work or campaigns

This is a hybrid position. Applicants must reside in the Washington, DC metro area.

Closing Date: Friday, March 21, 2025