

Job Description

Pure Earth: Social Media and Engagement Manager
Full-time, Hybrid

About Pure Earth

Pure Earth is a leading international not-for-profit organization dedicated to solving pollution problems that affect public health (www.pureearth.org). The organization focuses on reducing exposures to toxic chemical pollutants resulting from industrial, commercial, or informal/artisanal activities. Pure Earth identifies and cleans up severely polluted places, advises governments and development agencies on related issues, and conducts groundbreaking research on pollution and its devastating impacts on public health and economic development.

Pure Earth is seeking a Social Media and Engagement Manager.

As the Social Media and Engagement Manager, you will work closely with Pure Earth's Communications team to grow our social media presence, plan and publish social content, and manage community engagement. This role will assist with Pure Earth's goal of building brand recognition, especially in high-income countries.

You will steer our social media presence on Instagram, LinkedIn, X, Facebook, Youtube, and develop our short form video efforts in close collaboration with other team members. You will be responsible for communicating directly with our audiences, researching successful approaches to each platform, and producing engaging campaigns outside of daily posting.

Key Responsibilities

- Schedule and post regularly to our social media platforms. Elevate messages through social media channels and communicate with audiences and followers.
- Create dynamic, engaging social media content campaigns for Pure Earth's events, projects, and initiatives.
- Collaborate with communications colleagues in 9 country offices to coordinate joint social campaigns leading on messaging and visual concepts.
- Grow our short form video efforts and launch a Pure Earth TikTok account.
- Research social media trends and inform the Communications team of changes that are relevant to Pure Earth's communications activities.
- Set and track key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs.

Qualifications & Experience



Solve pollution. Save lives. Protect the planet.

The successful candidate will be a team player and have the ability to build relationships, capitalize on existing resources, and work effectively within the team. We're looking for someone who is creative in their approach to online content. This position requires a high level of creativity and solid editorial judgment as well as the ability to use and produce social media analysis that drives strategy and supports the growth of our work worldwide.

Key qualifications include:

- 3-5 years of social media work experience, preferably in the nonprofit or social impact sector (open to considering other social media writing experience).
- Proficient in researching, writing, and editing social content, including short-form video scripts.
- Experience in video production and post-production for social media.
- Ability to manage a paid social media advertising campaign.
- Familiarity with social media trends and engagement best practices on Instagram, LinkedIn, X, YouTube, and TikTok.
- Ability to compile and analyze digital engagement metrics.
- Demonstrated independent editorial judgment.
- Kindness & curiosity, particularly while working with a tight-knit, global & cross-cultural team.
- Bachelor's degree and relevant work experience.
- Background or interest in environmental issues, environmental health, journalism, or global public health (preferred but not required).

Compensation: \$70,000-\$80,000 annually, commensurate with experience.

Location: Hybrid, in-person 2 days a week at our office in New York.

How to Apply

Please send a resume, cover letter, and sample social media video (under 90 seconds) to jobs@pureearth.org with the subject 'Social Media and Engagement Manager Application'.

Application Deadline: October 15, 2024. Late applications may be considered.

Estimated Start Date: November 12, 2024

Equal Opportunity Employment

It is the policy of Pure Earth to provide equal opportunity for all qualified persons and not discriminate against any employee or applicant for employment because of race, color, religion, sex, gender or gender identity, age, national origin, veteran status, disability, sexual orientation or any other protected status.