



THE AMERICA250 FOUNDATION

Position: Senior Manager, Digital and Social Strategy

Date Posted: 8/16/2021

Applications Due: 8/30/2021

Start Date: 10/1/2021, earlier if available

To apply for this position, please email your resume and cover letter to jobs@america250.org by August 30, 2021 with the job title in the subject line.

About America250

America250 is the multi-year commemoration of the 250th anniversary of the United States of America that peaks on July 4, 2026. It is a once-in-lifetime opportunity to deepen understanding of our complicated past and ignite shared optimism for our future through engaging programs and experiences.

Our Purpose, Mission, Vision, and Values

Purpose: To catalyze a more perfect union.

Mission: To commemorate our 250th anniversary by designing inclusive programs that inspire Americans to renew and strengthen our daring experiment in democracy.

Vision: The shared experiences of America250 will ignite our imaginations, elevate our diverse stories, inspire service in our communities, and demonstrate the lasting durability of the American project.

Values: Service, Diversity, Collaboration, Respect, Integrity, Optimism, and Imagination

About the America250 Foundation

The America250 Foundation is the 501(c)(3) nonprofit partner of the U.S. Semiquincentennial Commission. The Foundation works collaboratively with the Commission and public and private entities across the country to bring the vision for America250 to life through national and grassroots programming, commercial and non-commercial partnerships, marketing and fundraising efforts. For more information visit www.america250.org

Position Description

The Senior Manager, Digital and Social Strategy is tasked with the strategy, production, editing, and oversight of editorial, graphic, and video content on America250-branded channels across social platforms and America250.org. This role requires a commanding knowledge of digital media distribution and content creation. The ideal candidate will be self-motivated and constantly innovating their approach to content technically, tactically, and creatively.

This role is based in Alexandria, Va., with a hybrid of remote and in-office work expected. The salary for this position is \$85,000 annually with a generous benefits package.

Responsibilities

- Become a subject matter expert on America250 initiatives, partners, and brand sponsors, and apply that expertise to expand reach, engagement, and distribution of content.
- Run the day-to-day programming and posting for all America250 social media accounts.
- Define and drive social strategy, helping develop a voice and tone, channel guidelines, goals, and audience targets across all platforms.
- Execute paid social campaigns using self-serve tools and drive continuous improvements through rigorous analysis and optimization across Instagram, Facebook, Twitter, Snapchat, TikTok, etc.
- Set and track key performance metrics that align with key business objectives;
- Strong background in Adobe Creative Cloud, Google Analytics, Microsoft Excel and social media-related reporting platforms.
- Collaborate with teams internally and externally in the creation and distribution of content that best activates new audiences.
- Build quick-turn videos for daily social use, including short-form and behind-the-scenes.
- Develop and produce engaging content including memes, gifs, and trendy social-worthy static and motion graphics.
- Experience in editing content, specific to the needs and specs for multiple social media platforms.
- Has a good appreciation of popular culture and assists with understanding the tastes of America250 enthusiasts.
- An understanding of how, where, and when different demographics of the public consume content on mobile and desktop devices.
- Help create and maintain content plans for specific America250 initiatives
- Track production schedules and assets, ensuring that established deadlines are met.
- Maintain proficiency and knowledge in latest trends, technology and best practices for digital video content.
- Maintain proficiency and knowledge in latest trends and best practices for video distribution on YouTube and America250 channels.
- Experience with lighting and audio equipment, color correction, editing, and digital special effects
- Keep all video and video-editing equipment in good working order

Basic Qualifications

- Minimum five years of combined media experience with a focus on digital media production.
- Demonstrated experience with earned and paid digital media strategies
- Masterful understanding of Search Engine Optimization methods and data analytics to inform content decisions.
- Possess solid news and editorial judgment in line with America250's mission and values
- Strong base of American history, civics, and pop culture knowledge with a DEI lens
- Experience creating and programming video content, and publishing to live streams
- Understand and follow closely the latest in social media trends.
- Excellent headline writing skills; an understanding of optimal tactics for social distribution.
- Strong understanding of core characteristics of "viral" content
- Ability to work quickly and juggle multiple varied tasks during a typical work day

Preferred Qualifications

- Advanced non-linear editing skills (Quantel, Final Cut, Avid, Premiere, After Effects, WSC, Adobe Photoshop, Premiere Pro, After Effects, Illustrator, and Content Management Systems.etc.).
- Experience producing for large-scale YouTube and/or Media channel(s)
- Experience in editing content, specific to the needs and specs for multiple social media platforms.
- Experience managing social media accounts for large audiences.
- Experience working with a variety of digital content management systems.
- Strong presentation skills.

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