



National Council of
Teachers of English®

Social Media Manager

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ABOUT

The National Council of Teachers of English (NCTE) is a proud champion and advocate for English and language arts teachers and learning. We're reinvigorating the education conversation by connecting educators through our shared mission to improve the teaching and learning of English and English language arts at all levels.

POSITION

NCTE is looking for a **Social Media Manager** to join our team. The ideal candidate will already have social media management experience, as well as a demonstrated ability to think strategically and communicate effectively.

Responsibilities:

- Managing overall social strategy, including everything from exploring new hashtags to audience growth
- Curating a consistent brand voice across social content and messaging
- Managing a social content calendar, sourcing content, and cross-posting regularly to various platforms
- Monitoring and stoking conversation across various social media channels
- Seeking out, curating, and sharing user-generated content
- Identifying opportunities to “surprise and delight” members of the community as a reward for their participation, contribution, and engagement
- Collecting, prioritizing and preparing content and messaging for social as provided by various departments and organizational leadership
- Recruiting and organizing NCTE’s ongoing Twitter chats
- Managing a social engagement team across multiple time zones

A few of the qualities we’re looking for:

Multi-tasker: The ideal candidate should feel energized by people. They must be able to triage requests, needs, and assignments in a timely manner – and work well under pressure. In this role, you will be responsible for keeping several plates spinning at the same time.

Online presence: Our dream candidate has honed their social media skills, and a solid understanding of best practices across different social media platforms. In addition to demonstrating success in the online space, they should have an understanding of brand tone, and be able to engage, nurture and grow community while translating online engagement into offline wins.

Fun and energetic: Our ideal candidate should bring enthusiasm, passion and energy to this role. NCTE's passionate community of educators is thriving and growing—and our ideal candidate will be, too!

Leadership: Candidate will be responsible for managing a small social team distributed across various time zones. They must be able and willing to resolve conflict in an assertive, professional manner if the need arises. Even more, they should be enthusiastic about providing encouragement, guidance and support to the team and community. The ideal candidate will also be comfortable and genuinely interested in learning about educational concepts and support NCTE's beliefs about language, literacy, and learning.

Flexible: The ideal candidate should be able to manage their energy in addition to their workload. Community management isn't your typical 8-5 job. In many ways, this is a lifestyle job. You can expect to be engaged at the time and pace our community is. We are here to be with teachers when they are ready!

Detail-oriented and highly organized: Ideal candidate should be comfortable, able and willing to collect, analyze and report on a wide range of metrics on a weekly, monthly, quarterly and annual basis. And then provide strategic recommendations and adjustments based on understanding the performance. Strong written and verbal skills, as well as analytical capability are a must!

Self-starter: We're looking for someone who loves working both within a team and autonomously on a day-to-day basis. Our dream Social Media Manager will be a quick learner who doesn't require a lot of handholding. Come prepared to take this role and make it your own.

Fast-paced: We stay busy...very busy. You will not have time to get bored in this role. You'll need to be content working at a high-paced speed, comfortable with quick turnaround times, immune to distraction—and able to do it all without losing your cool.

Knowledge of literacy issues and education systems strongly desired.

Sound like you? Send your resume, complete with salary history to jobs@ncte.org. Oh, and by the way, the new Social Media Manager must be able and willing to travel periodically to Urbana, Illinois; Washington, DC, Louisville, KY, and/or Greenville, SC to connect face-to-face with the broader NCTE and Community team. Relocation not required. We're looking to turn this around quick, so be prepared for things to move fast.

NCTE offers a very competitive salary and benefit package for staff members.

NCTE is an EEO/AA employer
Visit our website: www.ncte.org