



**OPEN POSITION**  
**Date Posted:** April 19, 2024

**Updated:** April 5, 2024  
**Position Title:** Social Media Specialist  
**Staff Group:** Communications, Office of Outreach and Public Witness (OPW)  
**Reports To:** Senior Digital and Marketing Strategy Manager  
**Location:** Open\*  
**Grade:** 10  
**Hours/Week:** 35 hours/week

### **Purpose**

To develop and post content for Unitarian Universalist Association (UUA) institutional social media channels, in support of and to advance the mission of the UUA. This work is done in a highly collaborative context within the UUA Communications staff team and with staff across the Association. Social media management duties are carried out in a manner that cultivates and sustains relationships on our digital platforms and with internal staff and external content creators.

### **Principal Responsibilities**

1. In collaboration with UUA Communications staff and colleagues across the Association, the Social Media Specialist implements a social media content strategy for the UUA's primary social media accounts to support the UUA's mission, strengthen its relationships with constituents, and attract newcomers to Unitarian Universalism.
2. Independently and proactively develops engaging content for the UUA's primary social media accounts, including but not limited to the UUA's official Facebook, Twitter, and Instagram. Researches and makes recommendations about opportunities to grow the UUA's presence on other platforms.
3. Independently and proactively uses platform tools and settings to engage with audiences and build relationships by resharing content, responding to messages and comments, and seeking audience interaction. This work is done in alignment with the UUA's policy on social media management to support caring and constructive community engagement.
4. Supports and guides audience engagement to encourage constructive dialogue, spiritual exploration, faithful discernment, interpersonal connection, and conversation. Proactively removes and discourages false statements, disrespectful comments, and irrelevant, inappropriate, or trolling behavior.
5. Supports development and implementation of systems and workflows for curating content from across the Association in an ongoing way. Engages directly with UUA staff and stakeholders from partner and related organizations, among others, to develop and curate timely and engaging content for UUA social media platforms.
6. Adheres to UUA brand, accessibility, and intellectual property guidelines in content development and works with UUA staff and external partners to ensure content shared on UUA platforms conforms to these guidelines. Supports ongoing evolution of emerging practices and guidelines, proactively disseminating updates to staff and colleagues.
7. Tracks social media engagement in an ongoing way, developing benchmarks and reports to support institutional social media strategy. Translates data into actionable recommendations and presents recommendations in easily digestible formats for the UUA Communications team and other UUA staff.
8. Develops a directory of all UUA social media accounts and manages relationships with account holders to ensure brand alignment and support account management practices that embody spiritually grounded, inclusive, and anti-oppressive values. Provides guidance and support to staff managing social media accounts. Provides guidance and support to staff managing institutional social media accounts.
9. Collaborates with UUA Congregational Life staff to support social media messaging among UUs, congregations, and communities. Responds to questions from constituents and/or supports Congregational Life staff in their response.
10. Coordinates with UUA Communications team to implement social media components of Communications campaigns and strategic plans.
11. Performs other duties as requested by the supervisor, the Director of Communications, the Executive Vice President, or the President.

### **Qualifications**

This is a Grade 10 position (expected hiring range \$51,900 to \$62,000 depending on experience). Note that qualifications may be met through lived experience, volunteer work, professional experience, and/or formal or informal training. Required qualifications include:

- Excellent writing skills, with careful attention to detail. Comfort with having work reviewed by one or multiple reviewers prior to publishing.
- Professional work experience in in communications, marketing, journalism, or a related field. Note that this qualification can be met through part-time, internship, or full-time positions.
- Demonstrated experience managing social media platforms in a professional capacity. Familiarity with social media management tools such as Sprout Social or Hootsuite and willingness to learn new tools and systems.
- Proficiency in Microsoft Office applications (especially Teams, Outlook, Word, and SharePoint), Trello or similar project management software, and Canva or similar graphic design programs.
- Experience with crafting messages of a spiritual or faith-based nature or in alignment with progressive movements for justice or social change.
- Demonstrated understanding of concepts of anti-oppression, intersectionality, equity, and marginalization. Humility and an eagerness to dismantle white supremacy within oneself, the UUA, and the wider world.
- Ability to be responsive outside of business hours in exceptional crisis moments. Willingness to travel on occasions when required for work. (All work or travel by staff is compensated by the organization.)

Preferred qualifications include:

- Familiarity with Unitarian Universalist spiritual community, congregations, practices, and principles.
- Lived experience within communities of color.
- A collaborative orientation to work and an understanding of relational principles and values.
- A storyteller with a love for digital spaces and fluent in digital communications trends and technologies.

\* Location is open in the continental United States. You should have easy access to a major airport due to the travel requirements of this position.

### **How to Apply**

People with disabilities, People of Color, Indigenous People, Hispanic/Latinx, and LGBTQIA+ candidates are encouraged to apply. The UUA is committed to developing a diverse and talented staff team. If you are excited about this role but are unsure whether you meet 100% of the requirements, we encourage you to inquire and/or apply. Send cover letter and résumé—indicating “Social Media Specialist” in the subject line—via e-mail to [careers@uua.org](mailto:careers@uua.org), via fax to (617) 948-6467, or to Human Resources, UUA, 24 Farnsworth Street, Boston, MA 02210. E-mail submissions preferred.

### **About the UUA**

The Unitarian Universalist Association is a progressive religious denomination headquartered in Boston’s waterfront Fort Point Innovation District with offices in Washington, DC and at the United Nations in New York City. Our faith community of more than 1,000 self-governing congregations brings to the world a vision of religious freedom, tolerance, and social justice. Our normal workweek is 35 hours, we pay 80% contribution towards health insurance premiums, 10% towards retirement (after one year), and have generous paid time-off policies. We are a great place to work and we value diversity. The UUA is an Equal Opportunity Employer and is committed to the full inclusion of all. As part of this commitment, the UUA will ensure that applicants and staff with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact the Office of Human Resources at (617) 948-4648 or [humanresources@uua.org](mailto:humanresources@uua.org). For more information on the UUA, visit us online at [UUA.org](http://UUA.org) and [uuworld.org](http://uuworld.org).

### **Support for the Mission and Values of the Association**

The Unitarian Universalist Association is a progressive and historic religious denomination. While it is not generally required or expected that an applicant/employee identify as a Unitarian Universalist (UU) or be a member of a UU congregation to work at the UUA, all UUA staff members are expected to perform their job duties in accordance with the UUA’s values, principles, and mission.