



## SOCIAL MEDIA SPECIALIST

**Job Description Title:** Social Media Specialist

**Department:** Marketing

**FLSA Status:** Part Time, Hourly, Non-Exempt

**Hours:** 21 hours per week

**Compensation:** \$24 - \$28 per hour

**Location:** Irvine, CA

**About Miracles for Kids:** ([www.miraclesforkids.org](http://www.miraclesforkids.org)) Miracles for Kids is one of the only organizations on the West Coast providing monthly financial assistance, subsidized housing, wellness, and basic needs programs to families with children battling a life-threatening illness or condition.

Miracles for Kids helps critically-ill children and their families stay strong and together by keeping the lights on and a roof over their heads. Based in Southern California, the organization was founded in 2004 and continues to expand its reach by serving children receiving treatment at leading hospitals throughout California. In addition to paying monthly bills and covering basic expenses throughout the year and housing families at its local housing complex, Miracle Manor, the organization also delivers food, provides pro-bono counseling, and a variety of other supports to ensure that families have their basic needs met during the most emotionally excruciating time in their lives.

### Job Summary:

This social media specialist position is focused on providing social media research, analytics, content creation, scheduling, and coordination. This position is for you if you are seeking to be involved in all aspects of social media and have a passion for giving back to an underserved segment of our community in great need.

### Responsibilities include:

- Conducting market research and analysis
- Reviewing photos from our various events, activities, and programs and preparing them for online publication
- Assisting with all aspects of social media within Facebook, Instagram, Twitter, and LinkedIn, including content generation
- Attending key Miracles for Kids events to assist with capturing photos and creating real-time social media posts (some events are in the evening or on weekends)
- Developing and implementing social media editorial calendar
- Monitoring activity on social media channels and providing monthly reports on activity and outcomes

### Preferred Qualifications:

- Bachelor's degree in Marketing, Communications, or related field with an emphasis on social media
- Strong desire to work in the charitable, non-profit segment
- In-depth knowledge of algorithms and best practices for platforms such as Instagram, TikTok, LinkedIn, Facebook, and X (Twitter), and awareness of current trends
- Demonstrable proficiency in content creation using visual tools such as Canva, Adobe Creative Cloud, and video editing apps via a comprehensive portfolio
- Experience with scheduling and monitoring software such as Loomly or Hootsuite
- Ability to use Google Analytics and platform-native insights to track KPIs such as engagement rate, reach, and conversion. Interest in all aspects of social media and developing related skills
- Excellent verbal and written communication skills
- Proficient in Microsoft Office (Microsoft Word, Excel, PowerPoint, Outlook)

**This Job Is for You If You:**

- Are organized, hardworking, detail-oriented, and willing to roll up your sleeves
- Are a deadline-driven, self-starter with an analytical mindset and problem-solving ability
- Can communicate effectively with your co-workers, external donors, and volunteers
- Are seeking a position that provides professional growth while also giving back to an underserved segment of our community in great need

**Interested? Apply Today!**

- Email your resume, portfolio, and a cover letter to: [dlabonte@miraclesforkids.org](mailto:dlabonte@miraclesforkids.org)

*The individual in this position will be working in an office environment with limited exposure to our patient children and their families. The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and required skills. Job Description may be subject to change to meet the needs of the organization. Employment with Miracles for Kids will be "at will," meaning that either the employee or Miracles for Kids may end employment at any time and for any reason, with or without cause.*

**www.miraclesforkids.org | (714) 730-3040 | 17848 Sky Park Circle, Suite C, Irvine, CA 92780**