TSC Alliance®

Silver Spring, Maryland

Social Media & Content Coordinator

The TSC Alliance is an internationally recognized nonprofit that does everything it takes to improve the lives of people with tuberous sclerosis complex (TSC). We drive research, improve quality care and access and advocate for all affected by the disease. The TSC community is our strongest ally. The collaboration of individuals and families, along with the partnership of other organizations, fuels our work to ensure people navigating TSC have support—and hope—every step of the way.

* We use a comprehensive approach to improve quality of life for people with TSC—fueling promising research while making sure that, day-to-day, individuals are diagnosed early and receive the highest quality care available. We also use our voice in policy around equitable healthcare access and federal funding for TSC research.
* Our work wouldn’t be possible without the commitment of our community. Advancing research requires dedicated investigators, individuals with TSC, government and industry. Improving quality of and access to care demands healthcare professionals and dedicated volunteers. Raising awareness takes the work of families, individuals and volunteers.
* We want to create an environment where all individuals feel included. Our organization reflects and serves the broad diversity of our community, and we are dedicated to promoting health equity across our work and activities.

With an annual budget of $9.9 million, the TSC Alliance advocates with and on behalf of our community to ensure everyone living with TSC has what they need to live their fullest lives. Reporting to the Director, Digital Platforms, the Social Media & Content Coordinator will manage our social media strategy and channels, support digital outreach efforts and create compelling, engaging content that attracts, educates and supports those we serve, internal staff and other partners. The successful candidate must demonstrate creative writing skills and offer social media capability and versatility across an array of platforms such as Facebook, Instagram, Twitter, LinkedIn, TikTok and other social media tools. As part of the TSC Alliance’s Communications Department, the ideal candidate for this entry-level position is a strong writer who will create engaging content specific to various media and for diverse audiences and report measurable results. The candidate must also be an organized self-starter capable of managing multiple projects at once and exhibit versatility and tech-savviness. The ideal candidate will be creative, innovative and a self-starter.

# ORGANIZATIONAL STRUCTURE AND INTERFACES

**Reports to:** Director, Digital Platforms

**Primary Interfaces (internal):** President & CEO, SVP Strategic Communications, Science & Medical Department, Community Programs Department, Development Department, Government & Global Affairs Department

**Primary Interfaces (external):** Community volunteers, corporate partners, individuals with TSC and their families/caregivers

# Major Functions

* Manage and create content for TSC Alliance social media channels, including Facebook, Twitter, Instagram, TikTok, YouTube and LinkedIn.
* Schedule and manage social media to include all organizational events, campaigns and holiday recognition.
* Coordinate with other departments to develop and execute strategies and timelines for social campaigns around fundraisers, awareness initiatives and other organizational efforts.
* Monitor and report social media analytics for all social media channels on a monthly basis.
* Create and monitor paid social campaigns to increase awareness, educate and/or promote special events.

# RESPONSIBILITIES

* Research and advise on social media tools and best practices and keep abreast of changes in the social media space.
* Build community and strengthen relationships by responding to comments and messages on all social media platforms and moderating the TSC Alliance’s private Facebook discussion group.
* Innovate new, fresh approaches to ensure the TSC Alliance is maximizing engagement and reaching new audiences.
* Attend events and produce live social media content.
* Create graphics and/or video for social media and other digital platforms as needed.
* Manage TSC Alliance Google AdWords account, updating ads to drive traffic to the TSC Alliance website and reporting on conversion metrics.

# CORE VALUES

***Build Value-Based Relationships:*** Generating alliances internally and externally by continuously identifying and acting on those things that will create success for the organization and its constituents, researchers, health care professionals and communities.

***Contribute to Team Success:*** Actively participating as a committed member of a team and working with other team members to help complete goals and deliverables.

***Customer Focus*:** Making customers (external and internal) and their needs a primary focus of one's actions; developing and sustaining productive relationships; and creating and executing plans and solutions in collaboration with team members internally and externally.

***Provide and Accept Feedback:*** Objectively observing, analyzing, and sharing perception of other people's performance to help reinforce or redirect behavior to improve performance and results and providing feedback that is timely, specific, behavioral, balanced and constructive.

***Work Standards:*** Setting high standards of performance for self; assuming responsibility and accountability for successfully completing assignments or tasks; and self-imposing standards of excellence rather than having standards imposed.

***Consult:*** Providing timely, specific information, guidance, and recommendations to help volunteers, Community Alliances and fellow staff members make informed committed decisions that will lead to sustainable impact.

***Establish Collaborative Working Relationships:*** Developing and using collaborative relationships to accomplish work objectives; developing relationships with other individuals by listening, sharing ideas; and appreciating others' efforts.

***Equity, Diversity and Inclusion:*** Ensure equity, diversity and inclusion permeate our organization and our work.

Successful completion of the projects noted in the success factors above requires cooperation with our staff team, board, volunteers, donors and key corporate and foundation partners. Quickly establish working relationships to complete projects as described above.

# QUALIFICATIONS

* Bachelor’s degree in Marketing, Journalism, Communications or related field.
* Proven experience in social media and content development.
* Direct experience using social media management tools such as HootSuite.
* Experience with Microsoft Office (Word, Excel, Outlook, Powerpoint).
* Passion for social media with a deep familiarity in best practices for Twitter, Instagram, Facebook, LinkedIn, TikTok and YouTube.
* Excellent communications skills, including copywriting and editing.
* Basic graphic design, photo editing and videography skills as well as experience with Adobe Creative Cloud (Photoshop, Premier Pro) or equivalent design software a plus.
* Proficiency in analyzing social media accounts, engagement and identifying areas for improvements.
* Ability to plan, prioritize, organize, meet deadlines and multi-task.