



Job Title: Social Media Content Creator

About Being Better Neighbors (BBN):

Being Better Neighbors, a 501c3 non-profit established to embrace Erie's growing diversity and ensure we live in a welcoming and inclusive town. Our mission is carried out through three key pillars:

- **Community Building:** Encouraging partnerships between residents and town officials to promote diversity, equity, inclusion, and community safety.
- **Education & Youth Programs:** Working with schools and other youth program providers to ensure they have the tools and resources needed to provide a safe, welcoming atmosphere for all kids in our town.
- **Cultural Events & Outreach:** Promoting diversity and cultural awareness through events, member engagement, and educational programming.

Job Description: Being Better Neighbors is looking for a creative and enthusiastic **Social Media Content Creator** to join our team. In this role, you will be responsible for developing engaging content across various social media platforms, including Facebook, Instagram, Twitter, and LinkedIn that focuses on community building, equity and inclusion. You will create eye-catching posts, graphics, and videos, ensuring all content aligns with our brand's voice and goals. Additionally, you will be responsible for posting content on our social pages and engaging with our online community to foster interaction and brand loyalty. The ideal candidate should have strong writing skills, creativity, and a keen understanding of social media trends.

Primary Responsibilities:

- Create and schedule weekly posts for social media channels.
- Design and develop engaging graphics, photos, and videos for posts.
- Post content regularly across social media platforms.
- Engage with the community by responding to comments, messages, and inquiries.
- Foster a positive and interactive online environment.
- Collaborate with Board members to ensure content aligns with goals.
- Track engagement metrics and report on social media performance.

Qualifications:

- Experience with social media content creation and management.

- Strong visual and written communication skills.
- Proficiency in design tools (Canva, Photoshop, etc.) and social media platforms.
- Creative mindset with the ability to work in a fast-paced environment.
- Experience in engaging with social media communities and managing online conversations.

Location: Remote

Job Type: Part-time

Compensation: \$20.00 per hour