

Black Teacher Collaborative

Atlanta, GA | <http://blackteachercollaborative.org/>

Black Teacher Collaborative Social Media Intern (Part-Time)

Monthly Stipend: \$800

[About this organization](#)

We believe in the genius and beauty of Black children and the unique role of Black teachers in cultivating their gifts. The Black Teacher Collaborative (BTC) seeks to ensure that all Black children will have a challenging, affirming, and innovative learning environment staffed by a critical mass of Black educators who are equipped to maximize shared racial identity to push students' academic growth and socio-emotional well being.

Black Teacher Collaborative provides an opportunity for educators to build the mindsets, skills, experience, and knowledge needed to actualize a new model for Black teacher effectiveness and impact. Ultimately, increased teacher impact will fuel the advancement of Black children, our families, and our communities.

Communication is a key part of this organization, designing ways to tell the story of our collective work and grow our brand's presence through creative channels, social media, and public communications. The Social Media Intern will be responsible for developing and optimizing BTC's social media and digital content helping to elevate the powerful stories of our students and teachers.

This person will work to develop, promote, and monitor online content across digital channels and social media properties to engage our online supporters. This position requires a motivated individual with excellent communication skills, and attention to detail.

This position reports to BTC's Leadership Team, and responsibilities include:

- Assist with the development and deployment of a communications strategy and collateral for online and offline organizing activities
- Create and manage visually appealing social media content, including writing original tweets, Facebook and Instagram posts
- Maintain the integrity and quality of BTC's digital and online properties through ongoing review and maintenance, quality assurance testing, updating out-of-date content and purging/archiving expired content
- Manage, produce, and upload creative content for the organization
- Draft and execute social media content and strategy
- Promote BTC events with social posts, such as Instagram stories and Twitter threads

- Develop and help maintain the organization's content calendar and style and brand guidelines (tone, voice, grammar, etc.)
- Perform other duties as assigned

Performance Metrics

- Daily posts on at least 2 of BTC's Social Media Platforms
- 10% monthly increase of number of followers on all BTC's Social Media Platforms
- 2% monthly increase of peer organizations, philanthropic entities, Black schools, School Districts, influencers in the Education Reform space and other key stakeholders followed by BTC

Qualifications

- Exceptional writing, editing, and presentation skills, and a demonstrated ability to write in different styles and for a variety of audiences.
- Strong sense of urgency and the ability to work in a fast-paced environment and work independently as well as a member of a team.
- Top-notch organization skills. Managing multiple priorities, timeliness, and attention to detail is key.
- Strong familiarity with social media platforms such as Twitter, Facebook, Buffer, Hootsuite, Sprout Social, Tweetdeck, Snapchat, Instagram, Twitter media studio, and social media analytics software such as Google Analytics.
- Flexibility with work schedule, approximately 10 hours per week
- 3-5 years of media relations or communications experience