

WAPOR Social Media Coordinator

The World Association for Public Opinion Research (WAPOR) is seeking applicants for a part-time position as Social Media Coordinator (please see job description below).

To apply:

Send your resume or CV, along with a letter of interest highlighting your experience with any social media work, including any relevant links to work you have done in this area. Application materials should be sent to Renae Reis (renae@wapor.org) for consideration. Review of candidates will begin as soon as possible, and the position will remain open until a suitable candidate is found, with a potential start date of April 1.

WAPOR Social Media Coordinator

Request for Proposals from Individuals

By month NTE \$1000 (10 hours per week)

Can cancel with 1 month notice

Description:

- Develop and maintain WAPOR's social media presence, including, but not limited to, its Facebook, Twitter, YouTube, and LinkedIn accounts; and advise on maintaining and/or growing WAPOR's social media presence.
- Develop and manage an editorial calendar for press releases and social media distribution.
- Produce and oversee copy for relevant social media channels.
- Experiment with new and alternative ways to leverage social media activities to monitor trends in social media tools and applications and appropriately apply that knowledge to WAPOR social media activities.
- Consistently improve positive brand exposure and member value
 - o Grow followers who are opinion leaders or working in public opinion, survey research, social science, data science, journalism, policymaking, etc. and increase engagement (retweets, likes, discussion).
 - o Improve social media communications with members.
 - o Use social media to promote WAPOR to a larger audience (outside of current membership)
- Works with WAPOR staff to develop and execute results-oriented, integrated, digital and social media marketing campaigns (website, newsletters, LinkedIn, etc.) that utilize creative/compelling messaging.
- Revise and help maintaining the web site – check on links, versions in different languages, structure, etc.

Qualifications:

Essential

- At least 18 years old
- Understands, speaks and writes English
- Understands and uses social science and public opinion research
- Experience using Facebook Groups, Facebook Pages, Twitter and LinkedIn as well as a social media management platform like Hootsuite or similar.

- Experience with social media metrics
- Capable of independent and collaborative work
- Is able to work as part of a team of volunteers

Desirable

- Knowledge of other languages reflected in WAPOR membership (preference given to Spanish and/or French)

Management:

- This person is supervised by and will work closely with the WAPOR Executive Coordinator and Executive Committee
- This position will have regular contact with the Publications Chair and the Communication Committee.

Areas of Responsibility:

- Manage and expand WAPOR's social media channels
- Create dynamic written, graphic, and video content for social media
- Use reporting tools and provide reports on the performance and success of social media projects
- Monitor an online conversation across major social media platforms
- Analyze social media trends
- Coordinate and implement communications plan
- Promote content from press releases and newsletters

As with all WAPOR volunteers/staff, it is expected that the person will respond in a timely manner to all queries related to its position.

Content Curator

This person will scan the web for relevant content created by other people and share the most inspirational, educational, and remarkable content they find. This person will also re-purpose the content created by WAPOR and share it across social media pages.

Proofreader

This person will perform proofreading duties both on our own social media posts and any posts that they're sharing to our social profiles. This person should make sure all content shared is grammatically correct and free of spelling errors.

Moderator

This person must also moderate social media pages to make sure followers and fans follow our guidelines for appropriate content as well as replying to basic customer service questions. When it comes to replying specifically, any complex/controversial questions or comment follow-up should be forwarded to WAPOR Executive Coordinator or specific Council member, as appropriate, for reply.