



Social Media Coordinator

Reports to:	Executive Director
Job Type:	Part-Time, 20-24 hrs/wk
Salary:	\$20/hr

About the Organization:

SAFE (Safety Awareness for Everyone) is a non-profit 501(c)(3) corporation that was established in 1976. SAFE supports residents, business owners, and community members to improve the quality of life in their neighborhoods. SAFE empowers community members to identify and resolve issues of crime and violence. We work with communities to make them strong, safe and united. Historically, SAFE's neighborhood efforts have focused on the establishment of Neighborhood Watch and Business Watch programs throughout San Francisco. To date, there are over 250 successful, sustained Watch programs in the city. SAFE also provides security strategies to individuals and businesses, along with safety and crime prevention trainings to community groups. SAFE enjoys a strong collaborative relationship with the San Francisco Police Department (SFPD). As part of this collaboration, SAFE programs support the SFPD in maintaining ongoing, positive communications at the neighborhood level. It is our mission to make each diverse neighborhood in San Francisco a safer place to live, work and play.

Characteristics of the Position:

Under the supervision of the Executive Director, the Social Media Coordinator performs a wide variety of functions related to social media presence. This part-time position enables the Police Department and SF SAFE to promote their activities, opportunities and accomplishments to the public on a regular basis, and invite greater engagement by the communities we serve.

This position is assigned to CED and will produce on short notice social media video messages from the Community events that we participate in and then be quickly uploaded to the Department's website and social media for viewing by members and the public.

Responsibilities include:

- Publish and promote material online on websites, social media sites, etc.
- Optimize content following search engine optimization (SEO).
(For example, when people search "CED" or "taser", it will pop up our content)
- Facilitate online conversations with audience and respond to queries.

- Report on online reviews and feedback from audience.
- Suggest new ways to attract prospective audience.
- Produce and edit videos, social media content, podcasts and other digital media under the supervision and approval of Community Engagement Division leaders.
- Identify positive and informative “stories” centered on SFPD members, units, initiatives

Requirements:

- Expertise in multiple social media platforms
- In-depth knowledge of search engine optimization, keyword research and Google Analytics
- Ability to deliver creative content (text, image and video)
- Familiarity with online marketing strategies and marketing channels
- Ability to gasp future trends in digital technologies and act proactively
- Excellent communication skills
- Multitasking and analytical skills
- Excellent proofreading skills