

# 2024-2025 AmeriCorps Member Position Description



**Partner Organization Name:** STEM Library Lab

**Corps Member Position Title:** Social Media Coordinator

**Supervisor:** Robin Martin

**Days/Hours of Service:** M-F 10-6

**Physical Location:** 3011 N I 10 Service Rd E, Metairie, LA 70002

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## **Organization Mission and/or Goals:**

STEM Library Lab fosters high-quality active learning by providing teachers with access to equipment, programs, experiences and STEM instructional support to drive student success.

## **Program Mission and/ or Goals:**

To have a robust social media presence

## **Member Position Summary:**

Social Media Coordinator

- Help create and edit short-form videos
- Develop new strategies for increasing engagement
- Assist with photo/video content shoots
- Ensure brand message is consistent
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Support marketing team at live and online event
- Perform social media marketing research
- Develop a marketing and outreach plan
  - Research possible electronic and in-person opportunities for increasing awareness of SLL.
  - On a quarterly basis, prepare a timeline of upcoming marketing and outreach events and activities.
  - Track results of marketing and outreach events and propose new strategies as needed.

## **Member Impact**

The SMMC will be responsible for the marketing growth of all 5 umbrella programs of STEM Library Lab, the Library, Free-Store, Professional Development, and EdOpportunities Database and the Service Learning Program. Over the course of their term of service, they will be responsible for designing and executing a social media strategy based on two principles, which are 1) content that better enables beneficiaries to engage with and implement high quality science, and 2) content that showcases the activities of the STEM education ecosystem. Short term goals will center around quality and quantity of marketing output, as measured by number of posts and emails, and the engagement response of these posts. Their overall metrics of success will be traffic to SLL's programs and to the programs of other ecosystem partners.

## **What skills, knowledge and trainings should the corps members expect to gain from this position?**

The corps member will become skilled in: volunteer management, oversight and training; logistics coordination/management; volunteer outreach with businesses, schools and non-profits; coordinate with social media and outreach coordinate and create social media posts; develop policies and procedures; develop and manage a tracking system for materials; evaluation of tracking system and processes.

## **Ideal Candidate Qualifications**

- Knowledge of the educational landscape in the Greater New Orleans area
- Knowledge of the challenges facing educators in the Greater New Orleans area
- Strong oral/written communication and interpersonal skills, including ability to maintain effective and professional work relationships;
- Attention to detail is a must for this position.
- Strong management and organizational skills, in particular time management and multi-tasking;
- 1+ years' experience in a school setting is preferred;
- Experience managing an online database
- 1+ years of marketing experience is preferred
- Website design experience is preferred
- Reliable transportation