



# Southern Caregiver Resource Center

*Caring for those who care for others*

## **JOB ANNOUNCEMENT**

**SOCIAL MEDIA ENGAGEMENT COORDINATOR**  
(PART-TIME 20 HOURS/WEEK)

### **SALARY RANGE**

\$23,920.00 - \$26,000.00/annually (\$23.00 - \$25.00/hr.), DOE.

### **COMPENSATION & BENEFITS**

This position can be hybrid (in San Diego County only) if applicant has access to reliable and adequate internet connection. Otherwise, applicant can choose to work in the office. Salary commensurate with experience. Part-time employees have access to benefits such as, but not limited to, paid time off, sick time, 403b retirement plan, and mileage reimbursement.

**PUBLIC SERVICE LOAN FORGIVENESS:** Employment with Southern Caregiver Resource Center, as a non-profit agency, allows individuals with direct student loans to apply for the Public Service Loan Forgiveness Program.

### **ORGANIZATIONS**

#### **ABOUT SCRC**

SCRC is the leading provider of free caregiver support services for families caring for frail older adults and adults living with Alzheimer's disease and related disorders in San Diego County and Imperial Counties. Serving over 100,000 families annually, SCRC offers a wide variety of support services that include education, care planning, case management, counseling, respite care and support groups.

#### **ABOUT CALI**

CALI's SLS program assists individuals living with a developmental disability with various tasks and skills across activities of daily living, health & wellness, and community integration. Developmental disabilities include Downs Syndrome, Cerebral Palsy, Epilepsy, Autism, and other conditions closely related to intellectual disability or requiring treatment similar to that of developmental/intellectual disability, including Traumatic Brain Injury (TBI) and Acquired Brain Injury (ABI), that originated prior to the age of 18.

### **POSITION DESCRIPTION**

Reporting to the SCRC's Executive Vice President (EVP), the Social Media Engagement Coordinator (SMEC) is a non-exempt part-time (20 hour per week) position that provides high level support focused on advancing the community relations and marketing/outreach goals for both Southern Caregiver Resource Center (SCRC) and Connections for Adults Living Independently, Inc. (CALI). CALI is an affiliate corporation of SCRC. Key functions include but are not limited to managing both agencies' social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.), including content development, daily monitoring and engagement, and audience growth. The SMEC also supports the maintenance of both agencies' websites, other online platforms, assists with community outreach efforts, and conducts occasional community presentations. Under the direction of the EVP, the position also provides high level administrative support for both SCRC and CALI. This position supports and works collaboratively with SCRC's Education & Outreach Department team, and the CALI Supported Living Service (SLS) team.

### **RESPONSIBILITIES**

- **Content Creation & Management:** Develop, create, and publish engaging text, image, and video content tailored to specific social media platforms and brand messaging.
- **Strategy & Campaign Execution:** Assist in developing and executing multi-platform social media campaigns to increase brand awareness, engagement, and conversions.
- **Performance Tracking:** Analyze key performance indicators (KPIs) and social media analytics to assess campaign effectiveness and identify areas for improvement.
- **Trend Monitoring:** Stay updated on the latest social media trends, platform updates, and algorithm changes to maintain visibility and engagement.

- Collaboration: Work with other marketing and sales professionals to ensure content is consistent with overall marketing goals.
- Manages online presence by creating and scheduling engaging content, interacting with the community, monitoring trends, and analyzing performance metrics to align with marketing goals and drive engagement.
- Key responsibilities include developing social media strategies, collaborating with marketing teams, responding to comments and inquiries, and using data to inform future campaigns and maintaining a consistent brand voice across platforms.
- Support and maintain social media accounts (i.e., Facebook, Twitter, Instagram, LinkedIn, etc.) for both SCRC and CALI, including content development, daily monitoring and engagement, and audience growth.
- Ensures that SCRC's and CALI's websites are updated and current.
- As needed, assists with community outreach efforts (e.g., staffs health/resource fairs, engages in client recruitment, etc.), and conducts occasional community presentations.
- Assist with creating and distributing flyers marketing materials as needed including print & digital media.
- Attend regular meetings with SCRC's Education and Outreach Team and CALI's SLS Coordinator to review activities and participate in all supervision and training requirements.

#### **QUALIFICATIONS**

- Bachelor's degree in marketing, communications, public relations, or journalism is preferred. Hands-on experience through internships or previous roles is valuable.
- Familiarity with social media management tools and web design is a plus.
- Experience coordinating and conducting outreach activities focusing on the developmental disability community, older adults living with chronic and disabling conditions and/or underserved, hard to reach communities.
- Proficiency in the use of computers, office equipment and software programs including Microsoft Office, Microsoft Excel, Power Point, Publisher, CANVA and Outlook. Ability to learn how to utilize additional software programs and databases as needed.
- Proficiency utilizing various social media platforms including but not limited to Facebook, Twitter, Instagram, and LinkedIn.
- Understanding of diverse cultures, health disparities, and issues related to access of services.
- Ability to professionally represent SCRC and CALI to clients and the public, both over the phone and in person (including electronic correspondence).
- Excellent oral and written communication skills; proper grammar, spelling, and business writing techniques (bilingual in English and Spanish preferred).
- Ability to maintain the confidentiality of client and staff information encountered in the course of work.
- Excellent organizational skills, accuracy, follow-through, and attention to detail.
- Familiarity and experience working with San Diego County community organizations, including health and mental health agencies, Regional Centers, social service agencies and formal/informal support networks.
- Ability to work both as a team member and independently and exercise good judgment to fulfill department goals.
- Positive attitude - willingness to learn and take direction.
- High level administrative experience.
- Experience with record keeping.
- Experience in designing flyers, graphics, and other marketing material for electronic and print media.
- Possession of a valid driver's license and vehicle for use on the job or reliable transportation.
- Ability to consistently meet the required work schedule of 20 hours per week. Schedule is determined at the discretion of the supervisor.

#### **APPLICATION PROCESS**

Submit resume to William Willard, Administrative Assistant II, at [wwillard@caregivercenter.org](mailto:wwillard@caregivercenter.org).

*While each department has their specific roles, our staff prides itself on working together to support the whole agency. Come be a part of a team where you can take pride in knowing that you are making a difference in our community and the people we serve!*